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SOCIAL STUDIES

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Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

FOUNDED 1925

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Each Car Maker's Share . . .

First Quarter Output—'57 vs. '56

	Total Output, 1957	Pct. of 1st Quarter Total	Total Output, 1956	Pct. of 1st Quarter Total	Gain or Loss
CHRYSLER CORP.	370,044	20.65	354,050	14.58	+6.07
Chrysler	39,470	2.20	32,027	1.84	+0.36
Imperial	12,180	0.68	3,797	0.22	+0.46
DeSoto	43,731	2.44	32,738	1.88	+0.56
Dodge	84,521	4.72	54,797	3.14	+1.58
Plymouth	190,142	10.61	130,691	7.50	+3.11
FORD MOTOR	544,831	30.40	441,168	25.31	+5.09
Continental	278	0.01	767	0.04	—0.03
Ford	428,937	23.94	362,457	20.80	+3.14
Lincoln	14,294	0.80	14,096	0.81	—0.01
Mercury	101,322	5.65	63,848	3.66	+1.99
GENERAL MOTORS	831,811	46.42	968,994	55.43	—9.06
Buick	140,232	7.83	191,392	10.98	—3.15
Cadillac	42,684	2.38	43,235	2.48	—0.10
Chevrolet	403,953	22.54	468,429	26.83	—4.34
Oldsmobile	130,376	7.28	149,532	8.58	—1.30
Pontiac	114,566	6.39	114,406	6.56	—0.17
TOTAL, BIG 3	1,746,686	97.47	1,662,212	95.37	+2.10
AMERICAN MOTORS	24,702	1.38	42,262	2.42	—1.04
Hudson	686	0.04	3,285	0.19	—0.15
Nash	1,684	0.09	8,691	0.49	—0.40
Rambler	22,332	1.25	30,286	1.74	—0.49
S-P CORP.	20,627	1.15	38,460	2.21	—1.06
Packard	5,012	0.28	7,047	0.41	—0.13
Studebaker	15,615	0.87	31,413	1.80	—0.93
TOTAL, LITTLE 2	45,329	2.53	80,722	4.63	—2.10
TOTAL CARS, U. S.	1,792,015	100.00	1,742,934	100.00	

Record Ad Drive Slated To Spur Spring Market

By Joseph M. Callahan
Staff Writer

ONE of the biggest advertising campaigns ever launched is reported in the making to stimulate the spring car sales market.

According to General Motors sources, this gigantic consumer advertising appropriation will be made to recapture some of the ground lost by GM divisions in auto-market penetration.

These sources say the campaign will give momentum to the sales drives already under way by almost every car maker.

* * *

SUCH a move by GM might get the spring auto market rolling at a faster pace for all makers.

Some observers have pointed out that the economic outlook is good and the 1957 models are appealing, but something is needed to offset the blows public confidence has taken through what they consider to be unfounded depression talk.

In the past, GM has demonstrated an excellent sense of timing

(Continued on Page 4, Col. 4)

New-Car Sales Shares . . .

February vs. January

Make	Pct. of Regis., Feb.	Pct. of Regis., Jan.	Pct. Pt. Change During Month	Pct. of Regis., Year to Date, 1957	Pct. of Regis., Year to Date, 1956	Pct. Pt. Change, 1957 vs. 1956
Ford	24.77	25.26	— .49	25.01	20.44	+4.57
Chevrolet	23.76	23.12	+ .64	23.44	25.48	—2.04
Plymouth	9.86	9.43	+ .43	9.65	8.57	+1.08
Buick	7.59	8.01	— .42	7.80	10.28	—2.48
Oldsmobile	6.97	7.27	— .30	7.12	8.23	—1.11
Pontiac	5.75	5.49	+ .26	5.62	6.52	— .90
Mercury	4.69	4.39	+ .30	4.54	4.53	+ .01
Dodge	4.18	4.22	— .04	4.20	3.59	+ .61
Cadillac	2.47	2.70	— .23	2.58	2.48	+ .10
Chrysler	1.95	1.88	+ .07	1.91	1.85	+ .06
DeSoto	1.92	1.93	— .01	1.93	1.72	+ .21
Rambler	1.16	1.19	— .03	1.17	1.12	+ .05
Studebaker	.97	1.16	— .19	1.07	1.64	— .57
Lincoln	.72	.70	+ .02	.71	.69	+ .02
Imperial	.55	.51	+ .04	.53	.19	+ .34
Nash	.22	.27	— .05	.25	.52	— .27
Metropolitan	.13	.13	—	.13	.07	+ .06
Hudson	.12	.12	—	.12	.21	— .09
Packard	.12	.08	+ .04	.10	.63	— .53
Continental	.01	.02	— .01	.02	.04	— .02
GEN. MOTORS	46.54	46.59	— .05	46.56	52.99	—6.43
FORD MOTOR	30.19	30.37	— .18	30.28	25.70	+4.58
CHRYS. CORP.	18.46	17.97	+ .49	18.22	15.92	+2.30
AMER. MOTORS	1.63	1.71	— .08	1.67	1.92	— .25
S-P	1.09	1.24	— .15	1.17	2.27	—1.10
MISC.	2.09	2.12	— .03	2.10	1.20	+ .90

Ford, Chrysler Output Share Up Sharply in Quarter

By Martin L. Whitmyer
Staff Writer

THE first three months of this year saw major changes made in the share-of-industry car-output pattern of recent years. First-quarter car output was second highest in history.

Some of the changes during the January-March period were:

1. First time since 1952 that Ford Motor Co. and Chrysler Corp.'s combined output has exceeded General Motors assemblies.

* * *

2. FIRST time since 1952 that Chrysler Corp. has accounted for more than 20 percent of industry assemblies.

3. First time since 1954 that Ford Motor output has exceeded 30 percent of total industry operations.

4. First time since 1953 that Plymouth has outproduced Buick during the first three months of the calendar year.

* * *

5. FIRST time since 1955 that Ford division has surpassed Chevrolet in first-quarter assemblies.

Not so startling was the fact

(Continued on Page 6, Col. 1)

FRB Poll Finds 30% of Dealers OK Credit Curb

By William Ullman
Washington Correspondent

WASHINGTON.—It's possible that more than 10,000 of the nation's auto dealers favor regulating consumer credit.

Late last summer, a research firm conducted a survey for the Federal Reserve Board to get the views of businessmen on consumer credit problems. About 450 letters went out to car dealers requesting their opinions on the need for credit controls. Replies came back from 110.

Of these replies, which were sent by large, medium and small dealerships, three out of 10 favored regulation; six out of 10 opposed it, and one out of 10 couldn't make up his mind.

Of all retailing groups surveyed —furniture, appliance, jewelry and department stores — auto dealers had the biggest minority in favor of reins on credit.

* * *

THE survey results were revealed in the final volume of a 1,619-page report on installment buying prepared for the White House by FRB consultants.

Manufacturers and trade associa-

(Continued on Page 4, Col. 1)

Production Pace Edges Upward

2-Millionth Unit Due 4 Days Ahead of '56

A PICKUP in schedules at Buick, Chevrolet and Plymouth helped push U. S. car assemblies to an estimated 132,572 units last week, or 1.8 percent above the previous week's 130,233 assemblies.

Despite the increase from a week earlier, last week's total outturn was lower than the corresponding week a year ago for the first time since the week ended Jan. 5.

Highlight of this week's operations will be assembly of the two millionth car of the 1957 calendar year on Wednesday (Apr. 10)—a milestone due four days ahead of its 1956 counterpart.

Last week's output was 107.4 percent of Automotive News' three-year index, compared with the 105.5 percent compiled on 130,233 cars the previous week. The comparable week a year ago saw 133,223 cars produced.

* * *

SHOULD production hold to last week's level, the auto industry would produce an estimated 583,316 cars during April. That would be a 0.7 percent increase over March's output of 578,826 cars and a 6.5 per-

(Continued on Page 45, Col. 3)

IH Station-Wagon Contender—

A bid for passenger-car business is seen in this Travelall offered in a new "A" line by International Harvester's truck division. Height has been cut 6½ inches and the vehicle has been given the glamor treatment. International says it will be priced competitively with station wagons offered by car makers. Travelall seats eight passengers or carries half-ton loads. It is available with automatic transmission, power brakes, power steering, two-wheel or four-wheel drive and with 112 or 154 horsepower engines. International says an exclusive feature is the third, curbside door.

Story and more pictures on Page 45.

Chevrolet Is Narrowing Sales Lead of Ford

By Robert M. Lienert
Associate Editor

IN MONTH-TO-MONTH comparison, Chrysler Corp. continued its 1957 comeback by increasing its share of the market at the expense of all other competitors in the new-car sales field.

According to just-released February new-car registration figures, Chrysler penetration was increased over the previous month, while all other corporate market shares were pared.

On a year-to-year basis, Ford Motor continued to claim top honors in the amount of gain, although 1957 year-to-date penetrations of Chrysler Corp. and miscellaneous makes also exceeded their 1956 performances for the comparable period.

* * *

BEST showing of the month for an individual make — on the basis of increased penetration—was turned in by Chevrolet, which chipped steadily away at the sales leadership attained by Ford division with the introduction of 1957 models.

Chevrolet widened its share by 0.64 percentage points during the month, while Ford lost 0.49 points. The combined results led to Ford's margin being narrowed by 1.13 percentage points during the month.

Ford's leadership over Chevrolet at the end of the first two months amounted to 1.01 percentage points. Ford's share was 24.77 percent; Chevrolet's, 23.76.

February new-car registrations,

(Continued on Page 4, Col. 2)

Top Cars

New-car registrations for two months:

1957 Pos.	Make		1956 Pos.
1—	219,126	Ford	179,674— 2
2—	205,344	Chevrolet	224,009— 1
3—	84,523	Plymouth	75,286— 4
4—	68,312	Buick	90,355— 3
5—	62,280	Oldsmobile	72,413— 5
6—	49,214	Pontiac	57,321— 6
7—	39,780	Mercury	39,836— 7
8—	36,704	Dodge	31,608— 8
9—	22,650	Cadillac	21,780— 9
10—	16,874	DeSoto	15,160—11
11—	16,766	Chrysler	16,256—10
12—	10,268	Rambler	9,839—13
13—	9,311	Studebaker	14,490—12
14—	6,224	Lincoln	6,111—14
15—	4,647	Imperial	1,715—18
16—	2,155	Nash	4,565—16
17—	1,157	Metropolitan	577—19
18—	1,051	Hudson	1,893—17
19—	899	Packard	5,566—15
20—	127	Continental	375—20
	18,430	Misc.	10,512
	876,045	Total All Makes	870,190

Further details on Page 36.

Rash of Investigation, Regulation Seen . . .

Auto Finance Faces State Action

A RASH of state activity looking toward investigation or regulation of installment purchases may result from charges made at the recent Senate subcommittee hearings that auto finance packing is a national scandal.

Following the hearings, the commissioner of insurance in Kentucky called for a thorough investigation of all phases of financing automobiles on the installment plan in that state.

In Minnesota, the House gave final approval to a compromise auto finance control bill permitting interest charges up to $13 per $100 loaned on old cars.

In New York, all installment sales in the state will come under regulation as a result of legislation agreed upon by Republican legislative leaders and Democratic Gov. Averell Harriman.

* * *

THE Monroney auto marketing practices subcommittee barely got into the subject of auto financing at the early hearings, but more extensive hearings are likely after the committee gathers evidence.

The early hearings were largely on the subject of insurance overcharges. However, John L. O'Brien, Akron representative of the Assn. of Better Business Bureaus, opened up the subject of finance packs in reporting on a survey made by BBB organizations around the country.

His charges indicated to the committee that finance evils may 'constitute a more fruitful subject for investigation.

It is reported that some 15 states and the District of Columbia now have laws which regulate auto finance practices.

These states are California, Colorado, Connecticut, Indiana, Maine, Maryland, Massachusetts, Michigan, New Jersey, New York, Nevada, Ohio, Pennsylvania, Utah and Wisconsin.

* * *

THE Kentucky insurance commissioner, Cad P. Thurston, called for the broad investigation, he said, because of "undue publicity" which had attended a recently completed year-long insurance probe.

Frank Hart, deputy commissioner, said his office had received complaints on sales contracts which enable dealers to obtain loans for buyers and repossess cars when payments are not made on time.

He proposed that the Insurance and Motor Transportation departments join in advising car dealers of what is expected of them under the Motor Sales Act of 1956.

That law outlines requirements which must be satisfied before dealers enter into installment contracts with auto buyers.

* * *

THE Minnesota bill controlling auto finance is awaiting the governor's signature. The measure had passed the House previously and was amended in the Senate to compromise conflicting bills.

As finally approved in the House, the measure provided that auto finance companies may charge $8 per $100 for financing cars less than two years old. $11 on cars two to four years old and $13 on those more than four years old.

The bill also provides that all contracts must be filled out before the customer signs them and must clearly state the interest charges. It requires reductions in interest when a loan is paid off ahead of schedule.

* * *

$126,000 Refunds Paid After Illinois Probe

CHICAGO. — Complaints by the Chicago Better Business Bureau that new-car purchasers were being overcharged for insurance have been borne out, according to the Illinois Insurance Department.

Joseph S. Gerber, insurance director, said an investigation shows some motorists have been charged excessive auto collision insurance premiums by four companies. Since the investigation, the four companies have paid refunds of $126,000 to auto owners and more refunds are being processed, Gerber said.

Owners receiving refunds had been placed in the under-25 class —a classification calling for a higher premium. The companies, affiliated with the finance companies that handled the credit purchase of the cars, were named as: Calvert Fire Insurance Co., Emmco Insurance Co., Industrial Insurance Co. and Service Fire Insurance Co. of New York.

The insurance overcharge complaints originally brought strong criticism to Justin T. McCarthy, then Illinois insurance director, by Kenneth R. Barnard, Chicago BBB president, who said his complaints to McCarthy were never acknowledged. McCarthy later was ousted as director of insurance and Gerber, his successor, began an investigation.

Auto Paper Increases $21 Million in February

WASHINGTON. — The Federal Reserve Board reported last week that consumer installment credit outstanding decreased by $65 million during February despite a $21 million rise in auto debt. Auto paper had jumped $93 million in February, 1956.

The total installment debt outstanding at the end of February was estimated at $31.2 billion, $14.4 billion of which was auto paper. The total was $2.3 billion above the year-earlier level.

Long Stretch For Customers

Tiny Type Gimmick Pushed by Dealers

By John K. Teahen Jr.
Staff Writer

LIKE a mother hen with an exasperating brood, Salem Motors, Inc. (DeSoto-Plymouth), Salem, Va., cluck-clucked at its friends and rivals in the auto-selling business.

Observing that the comic strips and some automobile advertising have a lot in common, Salem remarked, "Characters like Li'l Abner and Orphan Annie never grow up; some dealers think the public doesn't either.

"Some of these dealers are continually advertising their missing marbles; their wild deals promise a great future for psychiatry. They must employ salesmen in straitjackets or big-game hats, brandishing elephant guns, because the buyer is in season and they're out to bag him at all costs."

* * *

SALEM noted that Orphan Annie gets occasional help from Daddy Warbucks, but the buyer who falls for the wild ad is strictly on his own.

But many dealers continue to flaunt their disregard for the buyer's intelligence.

In Houston, Quality Buick headlined, " '57 Buick . . . Save over $2,000" and mentioned a price of $2,169 for a fully equipped Roadmaster.

Tiny type noted that the Roadmaster was a 1956 model.

Joe May Chevrolet, Detroit, advertised 1957 Chevrolets for $1,595, "no gimmicks, no tricks." The ad, two columns by 12 inches, appeared in the classified section.

An especially sharp-eyed reader may have spotted a diminutive asterisk which referred to a minute line of type at the bottom of May's ad. "Company cars," it read.

May was indignant when other Chevrolet dealers protested.

"They ought to thank me for

(Continued on Page 44, Col. 1)

Licensing Bill Signed in Ark.

LITTLE ROCK. — Gov. Orval Faubus has signed an act of the 1957 Legislature creating the Arkansas Motor Vehicle Commission and empowering the agency to license and regulate dealers in new and used cars, as well as distributors, wholesalers and factory representatives.

The new commission will be composed of one member from each Congressional district, for a total of seven, and one member-at-large, all appointed by the governor. The new law was opposed by the Independent Associated Auto Dealers of Arkansas.

McGinn Retires at Eaton; Virden Takes Top Posts

CLEVELAND. — Retirement of Howard J. McGinn as chairman of the board of Eaton Mfg. Co. was announced last week following 45 years in various executive capacities with the automotive parts industry.

John C. Virden, president of Eaton since Jan. 1, 1957, and formerly chairman of the Federal Reserve Bank of Cleveland, was elected chairman to succeed McGinn and will occupy the dual positions of president and chairman.

Business Barometer

Auto Production — 157,411 cars, trucks in week vs. 157,301 year before.

Business Failures—290 in week vs. 263 year before.

Department Store Sales—Up 1 percent from year before.

Freight Loadings — 685,833 cars in week, a decline of 11,415 from year before.

Gasoline Stocks — 205,521,000 barrels, a decline of 68,000 barrels in week.

Jobless Claims—208,400 in week vs. 212,102 year before.

New-Car Registrations—876,045 in 1957 to date vs. 879,190 year before.

New-Truck Registrations—119,108 in 1957 to date vs. 131,619 year before.

Oil Stocks — 254,102,000 barrels, an increase of 2,181,000 barrels in week.

Steel Output — 91.6 percent of capacity estimated vs. 92.4 percent week earlier.

Used-Car Prices — $941 average, April to date, vs. $946 in March.

Wholesale Prices—117 percent of 1947-49 index vs. 116.9 week before.

* * *

Common Stocks

	Apr. 3	March 27	1957 High	1957 Low
Am. Motors	7⅛	7⅛	8½	5¼
Chrysler	73¼	73¾	77¼	64⅛
Ford	57¼	56⅞	59⅝	54⅛
GM	39⅝	39½	43⅞	38½
S-P	7	7	8⅛	6¾
Average	36.80	36.90		

* * *

Vehicle Check Growth Told; Dealers Aid Safety Drive

NEW YORK. — Community participation in the National Vehicle Safety-Check program has grown from 147 cities in 1954 to 800 in 1956, according to Fred J. Talento jr., *Look* magazine automotive merchandising manager.

The magazine, in cooperation with the Inter-Industry Highway Safety Committee and the National Safety Council, cosponsors the program, which will commence in May.

Talento, in summing up the growth of the program, said that the number of vehicles checked has risen from 423,533 in 1953 to 2,185,524 in 1956.

He said adoption of the community-wide safety-check idea has increased tremendously the checking of vehicles on a national basis.

M. R. Darlington jr., managing director, Inter-Industry Highway Safety Committee, noted that the safety check program is a voluntary accident prevention move filling a void in states with no official inspection program.

"This special emphasis program," he said, "is contributing to the nation's safety largely because it involves active individaul participation."

Talento has urged auto dealers to back the program to the hilt—not only in the interests of safety, but also in the interest of increased business.

He said the community-wide safety-check idea is unsurpassed as a method for getting "procrastinating motorists" to get needed automotive repairs made at once.

Darlington, in an appearance before the Roberts House subcommittee on traffic safety, described how auto dealers have taken the lead in traffic safety.

He said that in three of 13 states which have organized state safety groups, automobile dealers have provided the leadership. In Arizona, Montana and Utah two auto dealers are chairmen of the organizations and one serves as vice-chairman.

"Auto dealers play a key role in community safety-checks," Darlington told the representatives. "They work with other businessmen and, most importantly, loan the services of mechanics at community check lanes."

Talento said that the adoption of the community-wide inspection idea has increased safety-checks on a national basis.

Darlington cited the example of Fargo, N. D., where in 1956, 13,000 of the estimated 15,000 vehicles were checked.

"This was largely because 130 mechanics were made available to man the six street check lanes during the ten days of the program," said Darlington.

Talento called attention to the first test made at New Castle, Ind., which was built around an article in *Look* entitled "Don't Drive a Death Trap."

He said the test was an "overwhelming success." The mayor, Chamber of Commerce, superintendent of schools, newspapers and radio stations, police, auto dealers and others joined in to put the safety-check across.

"In addition to such public-spirited cooperation in communities," said Darlington, "auto dealers voluntarily carry on safety-checks in their service departments in areas where no community programs are available."

Talento, in announcing that *Look* again will join the Inter-Industry committee and National Safety Council in sponsoring the safety-check for communities, said the sponsors are "convinced that the tremendous past successes . . . offer a very good index of the results that can be expected this year."

Ford's Car of the Future—

The X-1000, a three-eighths scale model developed by Ford Motor Co. advanced stylists, shown here with George W. Walker, Ford styling director, will be displayed in major cities across the country in the next five months. The influence of aeronautical design is shown in the retractable bubble canopy, delta-shaped "floating" fins, torpedo-shaped taillights and suspended jet-pod fenders with headlights designed aerodynamically into the fender surfaces. The model is on display in the Rockefeller Center, New York.

Dealers tell me

By John O. Munn

THIS is the second of a series about "Cash in the Till." In the last installment, we reviewed the difficulties of operating the service department on the open account basis. I then urged you, if you aren't already doing so, to consider operating on a cash basis supplemented by a "budget payment plan."

One of the reasons why automobile dealers, in the aggregate, have lost a sizeable portion of the aftermarket is because many of them were reluctant to convert inventories to accounts receivable.

Operating on the cash basis, one is in a position to emphasize the service department and encourage sale of such high price items as tires, batteries, engine exchange, paint jobs and even rebuilding customers' cars, because all sales immediately are converted into cash.

How to Change from Open Account to Cash Basis—Many dealers, after operating for years on the open account system, have changed over to a cash basis without losing a single customer.

* * *

Customers' Notice

BUT making such an important change of policy, affecting customer relationships, is not successfully accomplished by merely telling your credit manager or service manager to put it into effect.

Your customers are the basis of all your future business, and should be consulted before making a change in policy that so greatly concerns them.

Notice of effective date should be given some time in advance to your present customers and to your list of owners, whether they are doing business with you or not.

This can be done, most effectively, by letters of the character recommended by Dale Carnegie, and you probably are familiar with his books and courses.

We suggest below, the first of a series of letters of the type that have been utilized successfully in accomplishing this result.

It is important that the change in policy be presented to your customers in terms of benefit to them, and you will find in practically every instance that a customer will not only go along with you but, having been consulted in advance on the plan and his advice asked, actually will become an advocate of the change. In our experience a dealer has never received a negative answer from letters of this kind.

* * *

The First Letter

MOST owners will admit that they would prefer to pay for maintenance out of current funds.

LETTER NO. 1

(To go to all customers on your accounts receivable ledger, whether they owe you or not at present. Do not send to fleet owners or business houses who have been paying you regularly each month. Fill in customer's name and address and enclose a self-addressed stamped envelope.)

Dear Sir . . .

When there is a problem involving customer relationships existing in any business, we don't know of a better way to solve it than to ask the counsel and advice of customers themselves.

You know that any business that extends open accounts must, of necessity, cover itself against a certain proportion of bad debts. If credit losses could be stopped, and overhead costs cut down, charges could be reduced. For that reason many automobile dealers have put their operations on a cash basis.

We have hesitated to make this change because it hardly seemed fair to ask our regular customers, many of whom have been served by us for a period of years, to adjust themselves to such a change of policy—at least until they understood and approved our reasons for making it. In other words, we want to be sure that this step will not in any way interfere with our friendly relations with them in the future. It is a particularly hard problem in a business such as ours because the big expenses in the service department are the payroll, which must be met each week, and bills for parts, which under existing contract relationships must be discounted.

If we did put our service department on a cash basis we would, of course, provide a budget payment plan for the benefit of customers who might appreciate this convenience in paying for major repairs.

We shall be grateful to you if you will tell us frankly whether you would object to paying cash for repairs, supplies, etc., if it enables us to serve you more efficiently and economically, and whether our adoption of this policy would interfere in any way with our present cordial relationship. A self-addressed, stamped envelope is enclosed for your convenience.

Sincerely yours,
CAR DEALER & COMPANY

* * *

This is the second of a series of "Cash in the Till," and the next installment will include two additional letters you will find useful in establishing your business on a cash basis.

I hope you will clip this and the preceding installment and reserve them for your file so that you may have the reasons for such a change and how to accomplish it.

Dealers will regain the lost aftermarket business when they are in a position actively to solicit all types of business without the necessity of carrying open accounts.

Chain Referral Perils License, Dealer Warned

MINNEAPOLIS. — The City Council's licenses committee has told Fredrick Ahlstrom, Broadway Plymouth Co., that a chain bird-dog plan could result in the Council's refusing to renew his dealer's license.

The committee heard complaints from Broadway customers and directed police license inspectors to reintroduce the subject when license renewals come up for action in June.

Ahlstrom reportedly told the committee that there is "nothing crooked" about the plan and that he investigated it thoroughly before using it. He said the only advertising is by word of mouth.

The chain bird-dog plan has been condemned in many areas. Theoretically, a buyer can pay for his new car with credits earned by referring other prospects to the dealership, but this seldom works out in practice, according to Better Business Bureaus.

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Dealers Seek to Ease Ill. Use-Tax Ruling

SPRINGFIELD. — An amendment has been introduced in the Legislature which would modify the Supreme Court's use-tax ruling as applied to auto sales. The court upheld the Use Tax Act last month after declaring it unconstitutional last November.

The amendment is sponsored by the Chicago Automobile Trade Assn. and the Illinois Automotive Trade Assn. It would change the definition of "selling price" to exclude any amount allowed for a tradein. Dealers thus could charge the 2½ percent use tax only on the cash difference, as they were doing before last month's decision.

Tell Story to Public, Crowley Says . . .

Dealers Urged to 'Sell' Franchise Advantages

GARDEN CITY, N. Y. — New-car dealers should help make the public aware of the fact that the franchise system serves the customer better than any other method of automotive distribution, a General Motors executive said last week.

The remark was made in an address to the Brooklyn and Long Island Automobile Dealers Assn., Inc., by Patrick J. Crowley, Administrative assistant.

R. C. Somerville, Chrysler Corp. dealer-relations vice-president, told the dealers that one of their main problems is that of customer relations.

"In the past few years," he said, "we have all strayed a bit from the main needs and desires of the customer."

Somerville said that if the main function of the dealer becomes one of haggling over price, the entire system of merchandising autos is in danger of disintegration.

The dealer group also heard Thomas J. O'Neil, an associate member of the Ford Motor Co. dealer policy board, declare he is "supremely confident" the automobile industry can compete successfully with an increasing number of other products vying for the consumer's dollar.

Crowley said that "ignorance" is frequently the reason that people buy "bootlegged" automobiles from nonfranchised dealers.

He urged the dealers to "help safeguard the franchise system in which he has so great a stake" by:

1. Practicing "self-discipline as regards bootlegging, cross-selling, quality of advertising and price-packing."

2. Adding value to his cars "by way of all the advantages which distinguish the franchised dealer—namely, lower laid-down cost, product availability, service facilities, factory association and local reputation and permanence."

3. Keeping up with "the desires of the public with respect to merchandising methods" and meeting challenges of nonfranchised competition "by the resourcefulness which is traditional with the successful enfranchised dealer."

4. Showing "pride and confidence in the job you do in your community, in the merits of the franchise system and in the future of your industry."

O'Neil said that "attitude" and "training" will determine whether the individual dealer can increase his sales in the face of intensified competition.

"No gimmicks, no lures, no sweet words, no blandishments can produce continuing sales and continuing growth unless the proven fundamentals are remembered and used in day-to-day activities," O'Neil said. "In the long run, it is reputation, fair dealing and use-

(Continued on Page 45, Col. 1)

Rhode Island Dealers Reelect Leaders—

The Rhode Island Automobile Dealers Assn. reelected Robert W. Pierce (Chevrolet), left, Pawtucket, vice-president and John M. Dunne (Ford), second from right, Providence, president at its annual meeting in Providence. Alice Cummings (Lincoln-Mercury), Newport, became the first woman dealer to be named to the board of directors. Frederick M. Sutter, right, NADA president, was guest speaker.

* * *

Don't Sacrifice Principles Or Profits, Sutter Urges

By Ruth M. Eddy
Staff Correspondent

PROVIDENCE.—Speaking before the Rhode Island Automobile Dealers at their annual dinner-meeting March 27, NADA President Frederick M. Sutter urged new-car dealers to "restore this industry to a soundly profitable basis in the best American free enterprise tradition."

"Many of us don't know our own cost of doing business," he said. "Every car sale, new or used, must bear its share of the overhead figured in as part of the cost of that car. There is nothing in this which opposes volume, if the volume is done at a profit."

However, he asserted, this does not mean that dealers should relax and try to make a large profit out of a very few sales.

"You have today, as always," Sutter emphasized, "the obligation to represent your factory honestly, and to promote actively the sale of their products in a volume reasonable for your territory."

He urged dealers to expose unethical practices wherever they are found. Referring to the NADA Code of Ethics, he said: "Thousands of members have signed this, and display it. And—far more important—they follow it scrupulously.

"Many of us have been looking ahead to the day when membership in NADA will be a guarantee of high business principles," he continued, "when only the dealer whose business conduct is above reproach can be a member.

"Such a program cannot be established until people are educated that an NADA membership insignia is a guarantee of a fair deal; when they realize that a fair deal is really a better deal than the razzle-dazzle they have come to expect and distrust. In short, when people seek out the firm they can trust, knowing they will do better there."

Dealers have a tremendous job of public relations to do if the industry is not to fail by default, Sutter said. He added, "We must convince the public we are auto dealers and not horse traders."

He complimented the Rhode Island dealers on the strides they have made in controlling bait advertising through the adoption of a code of ethics and the work of the Dealers' Licensing Commission headed by Leo B. Carey, RIADA Past President.

President John M. Dunne, re-

(Continued on Page 44, Col. 2)

Ohio Unit Names Queen President

STEUBENVILLE, O. — John Queen, Wellsburg, O., has been elected president of the Tri-County Automobile and Truck Dealers Assn.

Other officers are Jack Winston, vice-president; George Hastie, second vice-president, and Leonard Hastie, reelected secretary-treasurer.

To encourage sales, association members have approved a plan to award an all-expense vacation trip to a car or truck purchaser.

Karnes County Dealers Elect Kendricks, Witte

KARNES CITY, Tex. — Louis George Kendricks has been elected president of the Karnes County Automobile Dealers Assn. Marvin Witte is vice-president and James McClane is secretary-treasurer.

At the election meeting, each dealer who attended the "Dealer Profit Forum" in San Antonio took a subject that was discussed at the forum and presented it to the group for the benefit of those who were unable to go to San Antonio.

On the House . . .

Wemhoff

Those dealers, who are being lulled into complacency by the congressional labor probe, may get a rude awakening if they think unionization drives will halt. The Teamsters' campaign may be delayed somewhat but the money is still there for the auto service drive. So during this lull is the ideal time for you, as a dealer, to build up your employer-employe relations . . .

Chicago-area Ford dealers report 14 percent decrease in used-car inventory during March, while used-car dollar sales volume rose 16 percent. Customer repair orders decreased 7 percent, while wholesale parts sales dropped 19 percent . . . North Carolina dealer association figures show that motor vehicles account for 39.3 percent of state's total revenue, totalling $154,723,249 out of $342,122,149 in revenues . . .

NADA reports Congress being besieged by taxpayers for tax relief and urges dealers to keep their customers talking about it . . . From Akron association: "Let's fight for profits and remember our fight is not with our competitor . . . try to get the extra dollar from the customer. We all know a dealer is a better dealer when he makes a profit. So, let's fight for a bigger share of the consumer dollar—not our competitor."

—Pete Wemhoff, Editor,
Automotive News

10% Undecided in FRB Survey . . .

30% of Dealers OK Credit Curb

(Continued from Page 1)

tions also were queried, and auto makers were unanimous in their opposition even to standby controls. While most associations responded to the survey, NADA was reported as failing to reply at all.

An NADA spokesman said he couldn't recall seeing the survey letter, but added that the association still is opposed to any sort of credit regulation.

FRB researchers attached a good deal of weight to dealer responses, noting that several respondents had discussed the question of controls with fellow retailers and their local associations.

* * *

6 Arguments for Controls

Dealers in favor of controls offered these reasons for their stand:

1. Many buyers lack equity on long-term, low-downpayment contracts.

2. Overextended terms in 1955 accentuated the swings in sales volume between 1955 and 1956.

3. Unrestricted competition uncontrolled by sound credit terms will be destructive to the industry.

4. So-called self-correcting influences are ineffective or hopelessly slow.

5. Regulation of terms would provide additional protection for the buyer, seller and lender.

6. The mere existence of standby authority would promote reasonable credit terms.

* * *

LACK of equity worried John F. Daly, Inc., Philadelphia, which observed: "In many instances, the customer who finances a car on low downpayment for 36 to 48 months has little or no equity in the car until after the first 18 months have elapsed."

A Western retailer warned that too much of our present economy is predicted on the lack of equity in cars, homes and many other things.

In Kansas City, Central Services Inc., a management firm, blamed wild credit for ups and downs in production.

"The overproduction in the automobile industry during 1955," the firm replied, "could not have occurred had it not been for the unrestricted business competition among banks and finance companies who supplied the liberal credit on the basis of unsound terms. Such overproduction in 1955 would have been of short duration had the credit brakes been applied."

* * *

'Self-Correction' Hit

THE same firm also jumped on the notion of self-correcting influences.

In biting words, Central Services declared that "there is always the feeling and the opinion that the industry can clean up its own mistakes. Unfortunately, dealers as a group fail to follow sound and conservative practices with respect to installment financing, while banks and finance companies usually close the door after the damage has been done."

It seems likely that such a large minority of dealers favored controls because they had been burnt in the 1955 selling spree. William H. Skillings, Denver, writing for a group of Colorado dealers, said auto makers appear to have "a wanton disregard" for the effects of their production race at the retail sales and credit level.

"This overproduction has brought about an era of reduced values and reduced credit requirements which has caused, at least in this area, an era of 'no money down and forever to pay' sales gimmicks," Skillings wrote.

* * *

A FLORIDA retailer said he realized "that unrestricted intense competition without an umpire can bring chaos to installment selling."

In Beaumont, Tex., a dealer wrote: "I might compare the man who extends credit on an unsound basis to the drunk driver. I would not be too concerned about either destroying himself—but we need to enact some measure of protection for their innocent victims."

These are strong words, and it is interesting that many letters opposing Federal credit brakes also owned up to some pretty senseless credit policies.

But many of them indicated the worst of the crazy credit era had passed. Agreeing that terms reached extreme limits in 1955, these dealers felt that banks and finance companies now impose effective control over terms on current installment paper.

* * *

Opponents Speak Up

A BOSTON dealer said he thought banks exerted such a powerful regulatory function that Federal regulation is unnecessary. A Phoenix retailer suggested that national finance companies get together with banks and agree upon sound terms which could be applied across the country.

The most powerful arguments against a resumption of anything like Regulation W came from dealers who believe just and reasonable controls simply cannot be written.

An Oregon dealer said consumers differ in integrity, living standards, thrift "and all those vast differences in human beings that make them pay their bills." Another emphasized regional differences, reminding the FRB that it would be unreasonable to regulate New York City and Oklahoma City on the same basis.

* * *

OTHER dealers couldn't see the justice of slapping controls on durable goods while other businesses "are free to cause and continue the inflation that consumer credit regulation is asked to check."

The letters from dealers, as may be suspected, took a stand on just about everything—with one strange exception. Very few stated the credit terms they believed appropriate for selling new cars today.

The few suggestions that were made ranged from 24 months clear up to 36 months for a reasonable maturity.

As one economic writer in Washington observed: "About the only thing the big FRB survey proved was that consumer credit is here to stay."

Sales Score for February

New-car registrations for February:

1957 Pos.	Make	1956 Pos.
1—108,672	Ford	93,899— 2
2—104,228	Chevrolet	114,667— 1
3— 43,261	Plymouth	38,341— 4
4— 33,289	Buick	45,552— 3
5— 30,583	Oldsmobile	35,888— 5
6— 25,199	Pontiac	28,600— 6
7— 20,565	Mercury	20,136— 7
8— 18,352	Dodge	16,107— 8
9— 10,841	Cadillac	10,308— 9
10— 8,560	Chrysler	7,997—10
11— 8,412	DeSoto	7,604—11
12— 5,058	Rambler	5,213—13
13— 4,260	Studebaker	7,400—12
14— 3,148	Lincoln	3,169—14
15— 2,414	Imperial	878—18
16— 966	Nash	2,368—16
17— 572	Metropolitan	264—19
18— 539	Hudson	918—17
19— 536	Packard	2,733—15
20— 70	Continental	165—20
9,180	Misc.	5,335
	Total All Makes	
438,725		447,542

Further details on Page 36.

Narrows Sales Lead in Feb. . . .

Chevy Gains on Ford

(Continued from Page 1)

according to R. L. Polk & Co., amounted to 438,725, a gain of less than one percent over the January total of 437,320.

* * *

CHRYSLER'S monthly penetration gain of 0.49 percentage points were balanced by these losses: Ford Motor Co., 0.18 percentage points; Studebaker-Packard, 0.15; American Motors, 0.08; General Motors, 0.05, and miscellaneous, 0.03.

On the year-to-date comparison 1957 vs. 1956, Ford Motor's gain of 4.58 percentage points was trailed by increases of 2.30 points for Chrysler Corp. and 0.90 for miscellaneous.

Corporate totals for 1957-to-date were down 6.43 percentage points for GM, 1.10 for S-P and 0.25 for AMC.

Following Chevrolet in gains for February were Plymouth, up 0.43 percentage points; Mercury, 0.30; Pontiac, 0.26; Chrysler, 0.07; Imperial, 0.04; Packard, 0.04, and Lincoln, 0.02. All those makes except Packard also showed gains in the previous month.

* * *

SETBACKS during the month, in descending order, were: Ford, 0.49 percentage points; Buick, 0.42; Oldsmobile, 0.30; Cadillac, 0.23; Studebaker, 0.19; Nash, 0.05; Dodge, 0.04; Rambler, 0.03; Continental, 0.01, and DeSoto, 0.01. Ford, Nash and Continental also showed losses in the previous month.

Metropolitan and Hudson were unchanged from the previous month's market share.

In year-to-date figures, comparing 1957 with 1956, Ford's gain of 4.57 percentage points ranked at the top. It was followed by the following increases: Plymouth, 1.08 percentage points; Dodge, 0.61; Imperial, 0.34; DeSoto, 0.21; Cadillac, 0.10; Chrysler, 0.06; Metropolitan, 0.06; Rambler, 0.05; Lincoln, 0.02, and Mercury, 0.01.

Suffering most by comparison of year-to-date figures was Buick, which skidded downward 2.48 percentage points.

Other losses ranked as follows: Chevrolet, down 2.04 points; Oldsmobile, 1.11; Pontiac, 0.09; Studebaker, 0.57; Packard, 0.53; Nash, 0.27; Hudson, 0.09, and Continental, 0.02.

Foreign-Car Registrations

All states for February:

1957 Pos.		1956 Pos.
1—4,148	Volkswagen	3,628—1
2— 752	MG	*
3— 636	English Ford	*
4— 572	Metropolitan	264—2
5— 511	Renault	*
*	Austin-Healey	194—3
*	Jaguar	182—4
*	Porsche	140—5
2,896	Miscellaneous	1,067
	Total All Makes	
9,515		5,475

*Not in Top Five.

Ingold Sells to Olsen—

Joseph W. Steele, left, Chevrolet zone manager, and Vincent P. Whetstone, right, city manager, look on as George Olsen, seated, and Ernest Ingold put the finishing touches to one of the biggest business transactions in the history of San Francisco's auto row. Olsen is signing a Chevrolet selling agreement that makes him head of the Ernest Ingold-George Olsen, Inc., dealership which purchased Ernest Ingold Co. The sale involved $1 million for new cars and trucks, parts, accessories, equipment and fixtures and an additional $2.5 million in secured installment contracts. The sale ends a 24-year partnership between Ingold and Olsen. The firm has been on auto row for 25 years and in that time has sold more than 65,000 cars and trucks.

Record Ad Drive Slated To Spur Spring Market

(Continued from Page 1)

for moves to bolster public confidence, a vital factor in car sales.

* * *

SEVERAL high-level meetings have already reportedly been held at the GM building to lay the groundwork for the advertising barrage.

It is understood that the greater part of the campaign will be to assist Buick, Oldsmobile and Pontiac sales. Chevrolet already is picking up through efforts of its outstanding sales organization.

This source said the concern at the GM building is growing because recent dealer reports showed that both new-car and used-car inventories were growing.

He explained that the ad campaign would probably tie in with consumer and salesmen's contests such as the ones started last week by Pontiac and Oldsmobile.

In this connection, Dodge will begin its "Lawrence Welk Selling Spree" advertising campaign about April 15. This campaign, to consist of a considerable volume of newspaper and radio advertising, will emphasize that Dodge and its dealers are going "all out" to sell their cars in the next 30 days.

* * *

AT PRESENT the auto manufacturers have 15 sales contests in progress, either aimed at the salesmen, the consumers or field personnel.

The salesmen's contests are as follows:

1. Lincoln is offering its salesmen $250 for each car they sell in March-April in excess of the cars they sold last year during the same months.

2. Chevrolet salesmen are competing against their performance last year, with the winners receiving U. S. Bonds up to $1,000 in denomination.

3. Mercury is conducting a Dream Holiday contest in which the five winning salesmen and their wives in each of the division's 23 districts will receive five-day holidays in Hawaii or Puerto Rico.

4. Buick's Gold Rush Bonus contest offered salesmen bonuses of $15-$20 for each car sold during March.

* * *

5. AMERICAN MOTORS has a "Let the Ride Decide" contest in which salesmen who give the greatest number of demonstration rides win.

6. Dodge is offering merchandise to its more successful salesmen.

7. DeSoto is conducting a Sales Circus for its salesmen from March 20 to May 20. Dealers pay about a third of the expense.

8. Pontiac is offering an April "Test Driver" contest and an April-May "Finish Line" contest for its salesmen. Prizes are decided upon and awarded at the zone level.

9. During April Oldsmobile will hold a Spring Sales Festival for its salesmen in about a third of its metropolitan areas.

10. Studebaker-Packard has just completed its Spring Baseball Campaign contest in which salesmen built up their batting averages with each sale. S-P is now planning a dealer contest.

The consumer contests are as follows:

1. Mercury is holding a $450,000 "Big M Dream Car" contest in which entrants are required to complete a jingle. Weekly winners in the six-week contest may win a Turnpike Cruiser, a station wagon, a four-door sedan and other prizes.

* * *

2. Chevrolet is offering $275,000 in prizes to prospects in its Lucky Traveler contest which runs March 14-Apr. 14.

3. During April, Pontiac is giving away 100 new Pontiacs to winning contestants in its Drive the Champ promotion. Entrants are required to take a demonstration ride and write a 22-word essay.

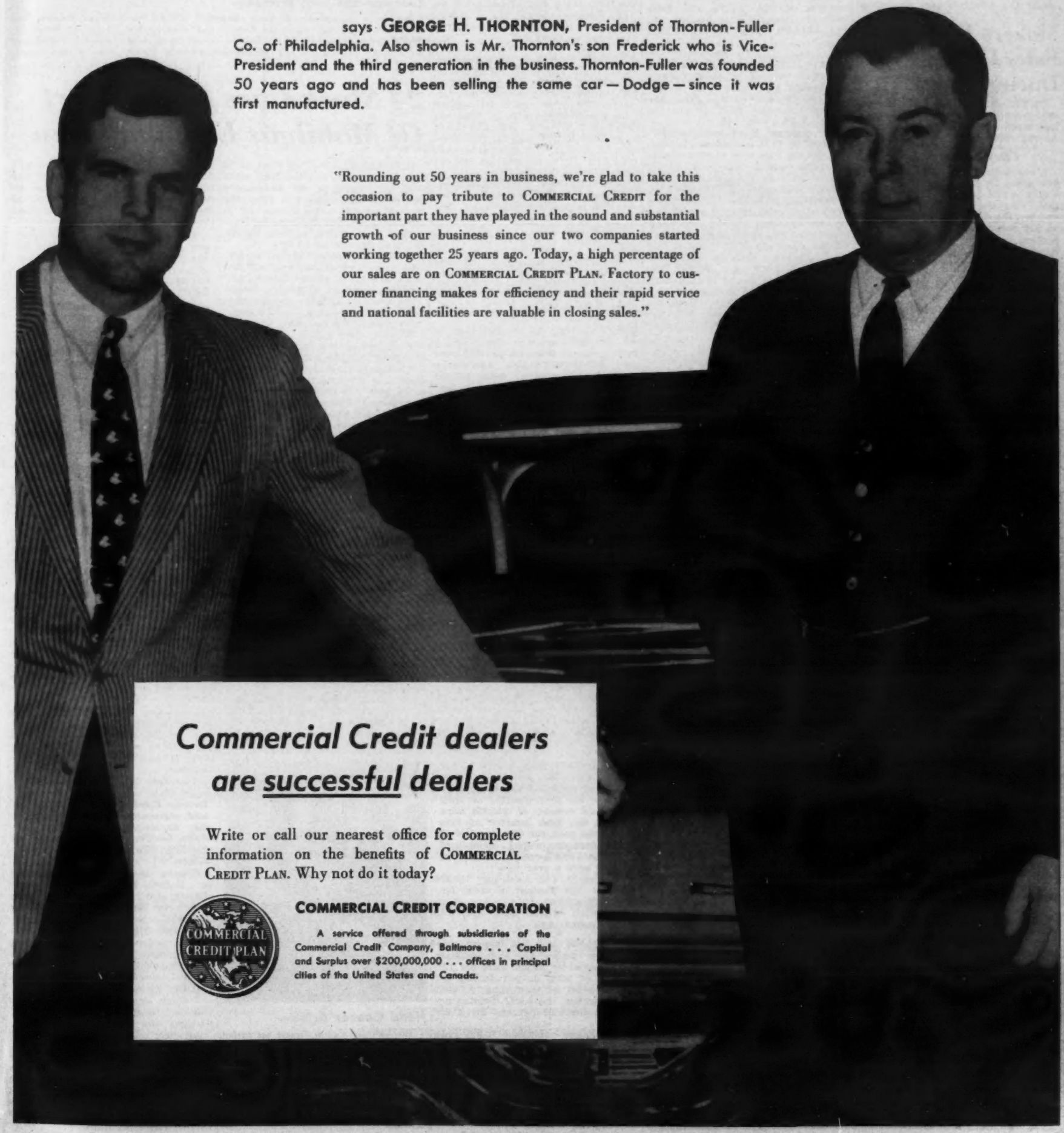
Dealer Aids Blind Couple—

A young San Antonio man and his wife—both blind—are in business for themselves with a start given by a Chevrolet dealer. Aaron Lasater, 35, and his wife, Connie, 28, operate a coffee and snack bar in space provided by Mike Persia Chevrolet Co. in the dealership adjacent to the showroom. Inaugurating the new venture, Mrs. Lasater serves coffee to George C. Schaefer, center, Persia service superintendent, and Rex O'Steen, dealership vice-president. The dealership provides space, water and lights under its public relations budget.

"...rapid service and national facilities are valuable in closing sales"

says **GEORGE H. THORNTON,** President of Thornton-Fuller Co. of Philadelphia. Also shown is Mr. Thornton's son Frederick who is Vice-President and the third generation in the business. Thornton-Fuller was founded 50 years ago and has been selling the same car — Dodge — since it was first manufactured.

"Rounding out 50 years in business, we're glad to take this occasion to pay tribute to COMMERCIAL CREDIT for the important part they have played in the sound and substantial growth of our business since our two companies started working together 25 years ago. Today, a high percentage of our sales are on COMMERCIAL CREDIT PLAN. Factory to customer financing makes for efficiency and their rapid service and national facilities are valuable in closing sales."



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Combined Total Tops GM . . .

Ford, Chrysler Carve Bigger Output Shares

(Continued from Page 1)

that the Big Three grabbed 97.47 percent of total industry assemblies—highest output percentage for GM, Chrysler and Ford in the history of the industry.

The independents, which now consists of American Motors and Studebaker-Packard corporations, had to settle for the remaining 2.53 percent of total output and a 2.10 percentage-point drop from a year ago.

* * *

THE Big Three produced 1,746,686 of the 1,792,015 cars assembled during the first three months of the calendar year, while AMC and S-P turned out 45,329 cars.

A year ago, the Big Three turned out 1,662,212 of the industry's 1,742,934 cars for 95.37 percent of total output, while the Little Two assembled 80,722 units for 4.63 percent.

The 1,792,015 cars produced during the January-March period of this year was exceeded only by the record-breaking 2,129,018 cars turned out during the first three months of 1955. Third best first-quarter production on record was the 1,742,934 units assembled last year.

* * *

GM'S OUTPUT of 831,811 cars and 46.42 percent of total factory assemblies this year was a 9.06 percentage-point decline from the 966,994 cars and 55.48 percent of total output a year ago.

In contrast, Ford and Chrysler picked up 11.16 percentage points on 914,915 cars and 51.05 percent of total output this year, compared with 695,218 and 39.89 percent a year ago.

Ford Motor accounted for 30.40 percent of total factory assemblies on 544,831 cars during the first quarter of this year, compared with 441,168 cars and 25.31 percent last year. Chrysler claimed 20.65 percent on 370,044 cars during the January-March period of this year, compared with 14.58 percent and 254,050 cars a year ago. Chrysler's gain over a year ago was 6.07 percentage points, while Ford climbed 5.09 points.

* * *

AMONG the independents, AMC had 1.38 percent of total output on 24,702 cars this year, while S-P built 20,627 cars for 1.15 percent of total industry output.

AMC lost 1.04 percentage points from a year ago, when it produced 42,282 cars for 2.42 percent of total assemblies, while S-P lost 1.06 percentage points from the first three months of 1956, when it assembled 38,460 cars for 2.21 percent of total output.

Individually, Ford division made the best showing of any manufacturer, with Plymouth a close second. Ford recorded a 3.15 percentage-point gain, while Plymouth jumped 3.11 points over a year ago.

* * *

OTHER makers marking gains over a year ago were Chrysler division, up 0.36 percentage points; Imperial, up 0.46; DeSoto, up 0.56; Dodge, up 1.58, and Mercury, up 1.99.

Heading the list of 13 makers that lost ground from a year ago was Chevrolet, which dropped 4.34 percentage points. Right behind it was Buick, with a loss of 3.15 points.

Other lines that lost ground were Oldsmobile, down 1.30 percentage points; Studebaker, down 0.93; Rambler, down 0.49; Nash, down 0.40; Pontiac, down 0.17; Hudson, down 0.15; Packard, down 0.13; Cadillac, down 0.10; Continental, down 0.03, and Lincoln, down 0.01.

* * *

IN THE production race between Ford and Chevrolet, Ford turned out 428,937 cars for 23.94 percent of total output during the first quarter, while Chevrolet produced 403,953 cars for 22.54 percent of total assemblies. A year ago, Chevrolet assembled 468,429 cars for 26.88 percent of total output, compared with Ford's 20.80 percent on 362,457 units.

The last time Ford outscored Chevrolet in a first quarter was in 1955, when it outproduced the GM division by a 369,620 to 358,769 count.

Plymouth's return to the No. 3 spot in car assemblies resulted from a production of 190,142 cars and 10.61 percent of total output during the first quarter of this year, compared with 130,691 cars and 7.50 percent a year ago.

* * *

RELEGATED to fourth place in the standings was Buick, which turned out 140,232 cars for 7.83 percent of total factory assemblies this year, compared with 191,393 cars and 10.98 percent a year ago.

The last time Plymouth outscored Buick in first-quarter assemblies was in 1952, when the Chrysler unit turned out 160,735 cars to Buick's 124,047.

Percentage-point-wise, Mercury made the biggest gain among the medium-price lines as it captured 5.65 percent of total output on 101,322 cars this year, compared with 63,848 cars and 3.66 percent a year ago.

* * *

DODGE turned out 84,521 cars for 4.72 percent of total output this year, compared with 54,797 cars and 3.14 percent in 1956.

DeSoto turned out 43,731 cars for 2.44 percent of total output this year, compared with 1.88 percent on 32,738 cars a year ago.

Chrysler division, excluding Imperial, captured 2.20 percent of total output on 39,470 cars this year, compared with 1.84 percent on 32,027 units a year ago.

* * *

IMPERIAL more than tripled its output over a year ago as it turned out 12,180 cars for 0.68 percent of total output, compared with 3,797 cars and 0.22 percent a year ago.

Pontiac lost ground from a year ago despite the fact it was the only GM unit to build more cars than in the first quarter of 1956. Pontiac's output of 114,566 cars during the first quarter of this year was good for 6.39 percent of total factory output, compared with the 6.56 percent scored on 114,406 cars a year ago.

Oldsmobile turned out 130,376 cars for 7.28 percent of total factory assemblies this year, compared with 149,532 cars and 8.58 percent a year ago.

* * *

RAMBLER was the largest producer among the independents as it assembled 22,332 cars for 1.25 percent of total output during the first quarter of this year. A year ago, however, the AMC division accounted for 1.74 percent on 30,286 cars.

Studebaker produced 15,615 cars for 0.87 percent of total output this year, compared with 31,413 cars and 1.80 percent a year ago. Packard declined from 7,047 cars and 0.41 percent a year ago to 5,012 cars and 0.28 percent of total factory assemblies during the first three months of this year.

Makers Report Sales Upsurge During March

DETROIT.—Progress reports of dealer sales of new cars were made last week by auto manufacturers. Among those reporting were:

Chrysler-Imperial

While industry retail deliveries of new cars in the first 20 days of March were down 8 percent from 1956, Chrysler and Imperial deliveries for the same period were up 30.8 percent over a year ago, according to Clare E. Briggs, sales vice-president.

Retail deliveries of Chryslers and Imperials totaled 9,154 units, up 30.8 percent over the 6,997 units delivered in the same period in 1956.

Although retail deliveries for the industry are off 6 percent for Jan. 1 through March 20, Chrysler division's deliveries total 34,910 units, up 17.2 percent over the 29,784 delivered in the same period of 1956, Briggs said.

Mercury

More new Mercurys were sold during March than in any month since October, 1955, according to George S. Coats, general marketing manager.

Dealers sold 27,749 Mercurys dur-

(See REPORTS, Page 8, Col. 4)

Used-Car Bulletin from Detroit . . .

Latest Auction Prices

(Copyright, 1957, by Automotive News)

(Aptco Auto Auction. Sales every Wednesday and Friday.)

April 3

(Sold 188 cars out of 302 entered.)

BUICK—'57 Century Riviera, $2,785* (ps), $2,756* (ps); Special 4-dr., $2,150. '56 Special station wagon, $2,135* (ps); RM Riviera, $2,000* (ps), $1,800* (ps); Century Riviera, $2,060* (ps). '55 Century Riviera, $1,420*, $1,375*; Super Riviera, $1,410* (ps), $1,400* (ps), $1,375* (ps), $1,370* (ps); 2-dr., $1,230*; Special Riviera, $1,310*; 2-dr., $1,220*; $1,210*. '54 Special Riviera, $1,170* (ps); 2-dr., $1,165*, $950*; Century Riviera, $970*. '53 Super 4-dr., $800*; Special 4-dr., $800*; 2-dr., $495. '52 Super 2-dr., $400.

CADILLAC—'56 (62) coupe de Ville, $4,000* (ps); sedan de Ville, $3,900* (ps), $3,685* (ps), '55 (60) 4-dr., $2,430* (ps); (62) 4-dr., $2,365* (ps).

CHEVROLET—'57 Two-ten (8) station wagon, $2,140*. '56 Bel Air (8) conv., $1,825*; Hardtop, $1,750*; 2-dr., $1,690*; Two-ten (8) 4-dr., $1,685*; Two-ten (6) 4-dr., $1,490*; One-fifty (6) 2-dr., $1,115; station wagon, $1,600. '55 Two-ten (8) station wagon, $1,450*, $1,345*; 2-dr., $1,105*; Bel Air (8) Hardtop, $1,335*; 2-dr., $1,165, $1,125, $990; Bel Air (6) Hardtop, $1,250*; conv., $1,260*; Two-ten (6) 2-dr., $850, $840; 4-dr., $935; Bel Air (8) 4-dr., $1,225*, $1,105. '54 Bel Air Hardtop, $975*, $890*; 2-dr., $735*, $710, $670; One-fifty 2-dr., $530; Handyman, $595. '53 Bel Air Hardtop, $645, $520; Two-ten 2-dr., $550, $505, $425*, $410; Handyman, $445. '52 SL Deluxe 2-dr., $320, $250*; 4-dr., $255*. '51 SL Deluxe 4-dr., $155.

CHRYSLER—'56 NY St. Regis, $2,330*. '55 Windsor Hardtop, $1,410*, $1,400* (ps), $1,300*; 4-dr., $1,350*; NY 4-dr., $1,670* (ps). '53 NY 4-dr., $800, $565*; Windsor 4-dr., $520* (ps). '51 NY 4-dr., $275*. '49 Windsor 4-dr., $105.

DeSOTO—'56 Firedome Hardtop, $2,065* (ps). '55 Firedlite Sportsman, $1,340*. '54 Powermaster 4-dr., $705*. '53 Firedome Hardtop, $590*.

DODGE—'55 Royal Hardtop, $1,060; Coronet 2-dr., $975. '53 Coronet 2-dr., $365, $315; Meadowbrook 2-dr., $320.

FORD — '56 Parklane station wagon, $1,825* (ps); Fairlane (8) conv., $1,725*, $1,555*; Victoria, $1,575*, $1,570*; Town sedan, $1,545* (ps), $1,540*; Custom (8) 4-dr., $1,475*, $1,285*; coupe, $1,345; Main (8) 2-dr., $1,165. '55 Country sedan, $1,575*, $1,475*; Fairlane (8) conv., $1,350*; Victoria, 2 at $1,310*, $1,275*, $1,260*, $1,250*, $1,215*, $1,205*; 4-dr., $1,105*; 2-dr., $1,185*, $1,090*; Town sedan, $1,085*; Custom (8) 4-dr., $1,055, $880, $825; 2-dr., 2 at $950; Main (6) 2-dr., $715. '54 Custom (8) 4-dr., $850*, $735*; 2-dr., $720; Custom (6) 4-dr., $605*. '53 Crest (8) Victoria, $595; Ranch Wagon, $585; Main (8) 4-dr., $285*; Custom (8) 4-dr., $380.

LINCOLN—'53 Capri Hardtop, $375*.

MERCURY—'57 Monterey Hardtop, $2,440*. '56 Custom 2-dr., $1,425*. '55 Montclair Hardtop, $1,480*. '54 Monterey station wagon, $1,100* (ps). '53 Monterey 4-dr., $660*, $615, $610*. '52 Monterey 2-dr., $370.

NASH — '55 Rambler station wagon, $1,310. '54 Ambassador Hardtop, $700*. '52 Rambler Hardtop, $290.

OLDSMOBILE—'56 (88) Holiday, $2,310* (ps), $1,930*; Super Holiday, $2,300* (ps). '55 (98) Holiday, $1,760* (ps), $1,735* (ps); 4-dr., $1,690* (ps); (88) Super Holiday, $1,740* (ps). '54 (88) Holiday, $1,125*; 2-dr., $1,115*, $1,000*. '53 (98) conv., $765*. '52 (98) 4-dr., $400*; (88) 4-dr., $330*. '51 (88) 4-dr., $275*.

PACKARD — '54 Clipper 4-dr., $900*. '53 Clipper 2-dr., $450*.

PLYMOUTH—'57 Belvedere (8) Hardtop, $2,400*. '55 Belvedere (8) Hardtop, $1,100*; Belvedere (6) Hardtop, $830, $800; 2-dr., $930*; Savoy (6) 4-dr., $860. '54 Belvedere 4-dr., $750; Savoy 4-dr., $700; 2-dr., $470, $465; Plaza 2-dr., $310. '53 Cranbrook 4-dr., $425; Belvedere, $390. '52 Cranbrook 4-dr., $165; Belvedere, $155.

PONTIAC—'56 Star Chief (8) Catalina, $1,785*. '55 Star Chief (8) Catalina, $1,420*; station wagon, $1,725*; Chieftain (8) 2-dr., $1,115*. '54 Star Chief (8) conv., $1,020*; 4-dr., $700*, $660*; Star Chief (6) 2-dr., $755*. '53 Chieftain (8) conv., $750*; 4-dr., $445*, $425*.

STUDEBAKER—'54 Commander Hardtop, $570. '53 Commander Land Cruiser, $350*.

MISCELLANEOUS — '55 Chevrolet ½-ton pickup, $740*.

*Indicates automatic transmission or overdrive and (ps), power steering.

Other Auctions are on Pages 34, 38, 40 and 41

Economy Run Gals Briefed—

This group of women will drive competing cars in the Mobilgas Economy Run which will begin Apr. 14 in Los Angeles and wind up Apr. 19 in Sun Valley, Id. They're being briefed by A. C. Pillsbury, United States Auto Club's chief steward of the highway performance test. Women will drive for the first time in run's history.

* * *

24 Stock Cars Await Start Of Mobilgas Economy Run

LOS ANGELES. — A fleet of 24 new stock cars, representing more than 90 percent of the automotive industry's offerings, will face the starter here at 11 p. m. Apr. 14, in the annual Mobilgas Economy Run.

They will arrive in Sun Valley, Id., four days later.

With the closing of entries for the annual event, the field will be the largest in recent years, according to A. C. Pillsbury, western regional director for the United States Auto Club, supervisory body for the run.

The four-day grind, over a still-undisclosed course that will be approximately 1,500 miles, is designed to demonstrate the potential performance of American stock cars when carefully driven and properly maintained. Motorists have traditionally used Economy Run mileage figures as a comparison of the efficiency of their own cars and driving techniques.

All American cars are divided into four price classes, so competition will be between cars of similar dollar value.

The field was opened to women this year, providing an entrant wished to enter another car of the same make and model as that driven by men. Whichever car turns in the highest ton-miles will be used in the official scoring.

Thus the women will, in effect, be competing against the male drivers for inclusion among the four class winners — and for the sweepstakes honors, which will be the class winner with the highest ton-miles average.

Ton-miles of cars is the miles per gallon average multiplied by the weight of the car in tons. This gives heavier cars an equal opportunity in the competition with lightweight cars.

All cars must be equipped with automatic transmissions.

With the close of entries, the following cars and drivers will compete in the low-price class: Ford Fairlane 500 six-cylinder, Marshall Martin and Robert Holbert; Ford Fairlane 500 V-8, Al Cottle and Ralph Horn; Plymouth Belvedere V-8, Richard Griffith and Lew Jabro; Rambler V-8, Les Viland and Tommy Thomas; Chevrolet Bel Air V-8, Vince Piggins and Danny Oakes, and Chevrolet Bel Air six-cylinder, Jim Rush and John Hartman.

Women drivers in this class will be Ford Fairlane 500 six-cylinder, Ina Mae Overman and Gail Holden; Ford Fairlane 500 V-8, Mopsy Pagan and Jerry Sparks; Plymouth Belvedere V-8, Mary Davis and Ginny Sims, and Chevrolet Bel Air V-8, Betty Skelton and Audrey Rush.

In the low-medium price class, entries and men drivers will be Studebaker President V-8, Pete Novotny and Leonard De Bell; Dodge Coronet 500 V-8, William J. Losher and Bob Russo; Pontiac Catalina Special V-8, Pierce Venable and Charles Czuleger, and Oldsmobile Holiday 88, Lincoln Paola and Woody Bell.

Competing against these drivers will be the following women: Dodge Coronet 500, Patricia A. Jones and Betty Brich, and Oldsmobile 88 Holiday, Loraine Bell and June Galbraith.

Entrants in the upper-medium price class with men drivers are: DeSoto Firedome, Hart Fullerton and unnamed relief driver; Chrysler Saratoga, Walt Nelson and John Gerffen, and Oldsmobile 98 Holiday, Ray Brock and Bill Likes.

Women drivers in this class will be: DeSoto Firedome, Myra Buchanan and Linda Scott; and Oldsmobile 98 Holiday, Marilyn Miller and Millie Sahakian.

In the high-price class, male drivers will be: Buick Roadmaster, Don Bridges and Clarence Brown; and Imperial Crown, Mel Alsbury jr., last year's sweepstakes winner, and Mel Alsbury sr.

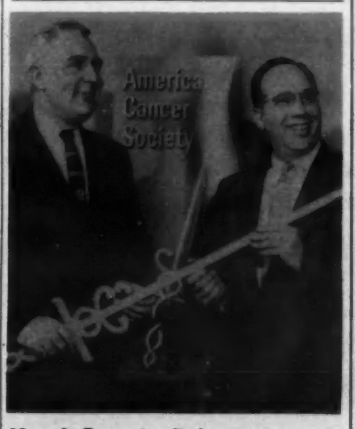
Women competing in this class will be, in the Imperial, Millie Alsbury and Rae-Nell Alsbury.

All cars will be either four-door sedans or four- or two-door hardtops— the models representing the majority of production. The cars are strictly stock, having been chosen by USAC officials from a variety of sources of supply ranging from dealers' showrooms to factory assembly lines.

Billings Dealership Drops Plymouth Line

BILLINGS, Mont. — Sterling Motors, Inc., announced it will become an exclusive Chrysler and Imperial dealership and will drop Plymouth.

President Edmund Dubs said Sterling was one of the first firms in western states to follow the splitoff policy adopted by Chrysler Corp.



Head Cancer Drive—

The American Cancer Society has named Harry D. Hirsch, right, president, C. M. Hall Lamp Co., Detroit, as industry chairman to help spearhead a special drive for funds in the automotive industry. He is shown above at the society's Detroit offices with Edward W. Tuescher, executive director, of the society's Southeastern Michigan division.

ACCENT TO ELEGANCE: GRILLE OF ALCOA ALUMINUM; DRESS BY LARRY ALDRICH, AT HUDSON'S, DETROIT

NOW YOU HAVE A NEW SALES FEATURE: *Alcoa Aluminum*

Every 1957 car uses Alcoa® Aluminum for trim parts, and every part is an extra sales advantage for you. Aluminum trim is gleaming metal all the way through. It will never rust, chip or peel. Mild soap and water are all the attention it will ever need to keep its lasting good looks for the life of the car.

Many new models use aluminum for interior trim, too. Often it is color anodized for styling harmony. And, of course, the color is part of the aluminum surface. It can never flake off or rust.

Aluminum trim gives your new car more *Gleam* . . . aluminum pistons, transmission and electrical parts give it more *Go*. We're telling your customers about Alcoa Aluminum auto trim and parts in top magazines and on TV. When you sell a new car, sell the Gleam and Go of Alcoa Aluminum.

THE ALCOA HOUR—Television's Finest Live Drama—Alternate Sunday Evenings

BEAUTIFUL BROCHURE *shows every 1957 car in rich full color. Write for your free copy. Aluminum Company of America, 1842-D Alcoa Bldg., Pittsburgh 19, Pa.*

ALCOA ALUMINUM gives every 1957 car more **GLEAM AND GO**

Some Ford Dealers Dubious . . .

Viewing Signed Sales 'Targets'

By Joseph M. Callahan
Staff Writer

AFTER a one-year suspension, Ford division has returned to the issuance of a "Sales and Profit Objectives" brochure which outlines in great detail each dealer's targets for 1957.

(Dealers tend to use the word "quota" in place of "objective.")

The brochure, issued in duplicate to each dealer, consists of an explanatory letter, a 13-page "Sales and Profit Plan" booklet and 10 pages of charts, graphically comparing the dealer's sales and profits to the sales and profits of other Ford dealerships.

Commenting on the brochure, a Ford division spokesman said that it was just a coincidence that the dealers' new contract and the "Objectives" went out to dealers together and that the brochure is intended to help dealers make more money. He added that the objectives in the brochures were filled out at the district sales offices.

This spokesman said that dealers in two regions were not getting this particular brochure because they receive a somewhat similar brochure from their regional offices.

While "Sales and Profit Objectives" brochures have been issued to Ford dealers for many years, none was issued last year and many dealers concluded, because of the trend to less pressure on dealers throughout the industry, that they had been abolished.

* * *

HOWEVER, some Wayne County (Mich.) dealers, looking at '57 targets which in many cases are 50 percent and more above '56 sales, say that the '57 sales objectives reflect the greatly increased productive capacity of Ford Motor Co. Some have concluded that factory pressure will be much greater this year.

Ford dealers, in discussing the '57 Sales and Profit Objectives, use the phrase, "putting our head in a noose."

One dealer explained this by saying: "We have to sign almost every page of this thing, thereby agreeing that these quotas are fair. Now, at the end of this year, when we fall short of our quotas, as everyone knows we will, we will have given the factory clear grounds for termination under the new contract."

Discussing the Sales and Profit Objectives for 1957, the Ford explanatory letter says: "The Ford dealers in this area, and throughout the nation, have requested the company to return to establishing a Sales and Profit Plans booklet. Therefore, we have put together the attached booklets on objectives and guide figures for your information and use."

Ford dealers are expected to hold meetings in their sales, service, parts and used-car departments to tell them their '57 quotas and to get their ideas on how these quotas can be met.

* * *

Procedures in Detail

AFTER these meetings have been held, the dealer is asked to do the following:

1. Fill in the blank spaces on both copies of the Sales and Profit Plans booklets.

2. On dealer's letterhead, write out in detail each department's program, using suggestions in the Plans booklets as a guide. Dealers must also say exactly when each element of the program will be effected.

3. Complete Nos. 1 and 2 by Apr. 15, 1957.

4. Send to the Ford sales district office one translucent copy of the Sales and Profit plans book, along with a copy of the letters on his department programs on or before Apr. 15, 1957.

The opening page of the Sales and Profit Plans booklet reads: "Outlined in the following pages are the Sales and Profit opportunities available to this dealership based on accomplishing sound objectives and attaining results that have been achieved by other Ford dealers.

"Recognizing that maximum profits are realized through sales leadership and sound management, I have reviewed my performance, examined my needs, and set forth my objectives and plans for attaining these profits during the coming year. These objectives are set forth on the following pages."

* * *

THIS page must be signed by the dealer. Every other page in the booklet must either be signed by the dealer or have his firm's name affixed at the bottom.

Pointing out that a Ford dealer is a new-car dealer, a new-truck dealer, a used-car and truck dealer, a parts and accessories dealer and a service garage operator, the booklet informs the dealer that his share of the market depends on his management ability and selling aggressiveness.

The dealer is told then how much money his firm made in 1956 and how much salary he paid himself. This is compared with the company profit and dealer salary "of a group of Ford dealers of similar size, selling under much the same market conditions."

These figures indicated to some dealers that the factory thought the dealers were paying themselves entirely too much salary.

The next page contains a detailed account of a dealer's sales and profit performance as shown in his monthly financial statements and compares this performance to that of a group of "guide dealers."

* * *

Profit of $———

ON A page, headed "How Much Money Will You Make in 1957?" dealers are requested to complete this statement:

"After analyzing 1956 results, and noting areas of my business where greater profits are attainable, I would like and will strive to make a profit in 1957 of $———."

The next page, titled "New Car Sales Objectives — 1957," says: "Realizing the advantages of Ford leadership to me and to every Ford dealer, my objective for 1957 will be to secure New Car Sales Leadership in my locality consistent with the number of cars that I am able to purchase from the Ford Motor Co."

Each dealer's 1956 sales and potential sales are then compared to his 1957 sales quota, with the '57 figures showing a 100 percent increase in some cases.

For example, Detroit dealers are given the following sales figures for Wayne County in 1956, as well as the '57 estimates. The '57 figures are in parentheses:

Ford registrations, 42,296 (54,238); Chevrolet registrations, 45,932 (38,875); Ford percent of industry, 24.0 (26.5); Chevrolet percent of in-

(Continued on Page 42, Col. 3)

Rambler Makes Debut As New York Taxi

NEW YORK. — Kay & Kay Auto Sales, a Manhattan Nash-Rambler dealer, has placed a Rambler taxicab in service here and expects to have 20 similar cabs available for delivery this month.

Jess Gelb, president of the firm, said he expects delivery of several hundred other Rambler cabs within a few months for private taxicab and fleet owners who have expressed interest in the cab. The Rambler cab will be available through other New York dealers also.

Leaders in Louisiana—

Newly elected officers of the Louisiana Automobile Dealers Assn. are, from left, Everett Richaud, secretary; J. Alfred Begnaud, president; and Garland Mahaffey, vice-president. The officers were elected at the association's annual convention in New Orleans.

Jacobson Pledges Action Against False Advertising

By Gordon Hebert
Staff Correspondent

NEW ORLEANS.—A pledge that Chrysler Corp. will take action against false and misleading advertising was given last week by Charles L. Jacobson, vice-president in charge of dealer relations, speaking at the 20th annual convention of the Louisiana Automobile Dealers Assn.

He said the manufacturer had responsibilities in this matter but pointed out that the dealer "sets the pace" in his own dealership.

This type of deceptive advertising, Jacobson said, tears down the confidence of the public in auto dealers.

Frederick J. Bell, NADA executive vice-president, noted that there is talk about supermarkets replacing the franchised dealer system, but he said the present marketing setup will exist "as long as it deserves to live."

Bell predicted gains for the automobile industry but said it must depend on increased efficiency in management.

"The national average of dealers' return on investment in 1956 was dangerously low," he said.

J. Alfred Begnaud, Lafayette, was elected president of the association. Garland Mahaffey, Lake Charles, was named vice-president and Everett Richaud, Houma, was elected secretary.

Ten past presidents of the association were honored for services rendered and presented plaques. They were S. Jack Rogers, Lawrence Mann, R. S. Abbott, Wiley L. Mossy sr., Brown Fortier, Claude LeDoux, J. A. Paretti, W. J. Cleveland, A. Dupre Vaeth and Glenn Huff.

Relected to the board of directors were Donald Stephens and Wiley L. Mossy jr., New Orleans; E. H. Sehron, Delhi; Bert Fibre, Bogalusa; Jerry Ashely, Crowley and Lewis Roy jr., Marksville. Remaining on the board were Begnaud, Cleveland, Francis R. Edwards, Tom Dutton, W. T. Hanna, Huff, A. F. Lanier, Paretti, V. H. Rivers, Marvin Smith and Vaeth.

Reports

(Continued from Page 6)

ing March, an increase of 24 percent over February, Coats said. This total for March was exceeded only in 1950 and 1955. Mercury sales for the last 10-day period of the month were the highest for any 10-day period since October, 1955.

* * *

American Motors

Rambler sales in March reached the highest peak in 20 months, setting a new first quarter record, according to Roy Abernethy, vice-president of automotive distribution and marketing, American Motors Corp.

Rambler sales totalled 7,701 in March and brought the total for the first three months of 1957 to 19,699, a gain of 3.6 percent over the first quarter of 1956, the previous record, Abernethy said.

The Rambler March sales level, highest since July, 1955, also was 30.5 percent over February, 1957, and 2 percent more than March, 1956.

Abernethy said that Rambler sales in the first half of the current fiscal year which began Oct. 1, 1956, are running 21.9 percent ahead of the comparable year-ago period. The six month sales total amounted to 36,786, compared to 30,167 a year earlier.

Abernethy said Nash and Hudson lines showed sales gains. Nash sales in March were 15.7 percent higher than February while Hudson deliveries rose 13.4 percent in the same period.

* * *

Buick

Buick dealers sold nearly 18,000 cars the last 10 days of March, more than any other period since the 1957 model was introduced, according to Edward T. Ragsdale, general manager.

Sales in the Midwest were up 49 percent, in the Southwest, 36 percent, and in the Southeast, 34 percent.

Retail deliveries for March were up nearly 20 percent over February.

* * *

Lincoln

Lincoln sales in the final 10 days of March were the highest for any similar period in history, Henry B. Daniels, general sales manager, said last week.

March sales of 3,769 were 13 percent above February and topped all months since July, 1956. Sales for the final 10 days were 1,617. Highest single day in history was March 30, with 318 cars delivered.

Monroney Hearings Postponed . . .

Washington Briefs

WASHINGTON. — The Senate auto marketing practices subcommittee last week postponed a further hearing on alleged auto-collision insurance overcharges.

It may hear testimony this week from Emmco Insurance Co., South Bend, one of the firms accused of rate misclassification.

* * *

Norman Bennett, a retired Navy officer, told the House Traffic safety subcommittee that a Government-controlled automotive proving ground could save "countless thousands" of lives every year.

Bennett also called for Federal action in controlling engine horsepower. A free-lance inventor, he said he had been unsuccessful in interesting auto makers in a multi-bumper grille which, he said, would afford car occupants better protection by absorbing more shock in a collision.

* * *

The Federal Trade Commission has completed its trading-stamp investigation and is reported ready to crack down on what it believes are violations of the law by firms in the coupon-issuing business.

They are said to include price discrimination, deceptive advertising claims and exclusive dealing arrangements.

* * *

Senator John Sparkman, Alabama Democrat and chairman of the Senate Small Business Committee, sponsored a bill to make the Small Business Administration a permanent agency.

It now expires every two years. Sparkman's bill also hikes maximum participation by SBA in a business loan from $250,000 to $500,000.

* * *

Norman Key, of the National Education Assn., told the House traffic safety subcommittee that the Federal Government ought to help schools buy driver-training cars. He said dealers can't be expected to continue to loan cars indefinitely.

Lead California Dealers—

Officers who were reelected at the annual meeting of the Northern California Motor Car Dealers Assn. include, from left, Arthur H. Kenny (Chevrolet), Vallejo, president; A. J. Schilder (Ford), Ukiah, treasurer; J. W. Buchanan (Cadillac-Oldsmobile), Hayward, secretary; and Ferris Miles (Dodge-Plymouth), Redwood City, vice-president.

Chrysler Veteran Cited—

Phil E. Blakeley, center, Dallas regional service manager, Chrysler division, receives a 20-year pin from S. M. Noble, Chrysler zone manager, while F. M. Harris, left, Chrysler Dallas regional manager, looks on.

BOSTON TO NEW YORK

231 miles...on four blown-out tires!

HERE WE GO! Moments ago, we blew out all four tires with a knife. Now we're moving through Boston's busy Copley Square. This sudden stop-and-start city driving is no tea party for any tires . . . and remember, all four of ours have been blown out! But the tough multi-ply nylon "inner tires" take this heavy punishment in stride . . . make us feel certain we'll reach New York without having to stop and change a tire along the way.

New Goodyear tires make roadside tire changes unnecessary after punctures or blowouts.

GOODYEAR'S new Nylon Captive-Air Safety tire, with the built-in spare, makes it possible for the first time in history to offer your customers, their wives and their children virtual freedom from the danger and inconvenience of roadside tire changing.

HERE'S HOW CAPTIVE-AIR WORKS:

Only the air in the outer chamber escapes when the Captive-Air tire is cut, torn or blown out.

Reserve air in the built-in spare supports the car—lets it drive on for 100 miles or more.

3-T NYLON MAKES IT POSSIBLE!

Only Goodyear has the Captive-Air because only Goodyear has a tire body made with triple-tempered, triple-tough 3-T Nylon Cord to give motorists a tough first line of defense against blowouts and punctures.

The 3-T Nylon Cord Captive-Air Safety tire has been tested and proved in Detroit. It is now standard and optional equipment on some of America's finest cars. Goodyear, Akron 16, Ohio.

175 MILES OUT! The traffic's clear so we step up the speed to near the posted limit of 55. Are we worried? Not a bit! This double air chamber principle is backed by millions of miles of LifeGuard experience.

231 MILES LATER! We arrived in New York City's Times Square after driving 5 hours on those 4 blown-out Captive-Air Safety tires! No damage to the "inner tires"—no damage to the outer tires other than the knife cuts.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!

This diamond is a tire dealer's best friend!

Only Goodyear has CAPTIVE-AIR...the safety tire with the built-in spare!

GOODYEAR

LifeGuard, Captive-Air, T.M.'s, The Goodyear Tire & Rubber Company, Akron, Ohio

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AUTOMOTIVE DEALER NEWS

AUTOMOTIVE NEWS PLATFORM

¶ 1. Fair and equitable contracts between manufacturers and dealers in motor vehicles, parts and accessories;

¶ 2. Every dollar of gasoline and oil taxes, collected by states and federal governments, applied to the building and maintenance of highways;

¶ 3. Guard the precepts of individual freedom, which made the U. S. A. great and gave its citizens more of the better things of life than anywhere else in the world.

Enforcement, Not New Laws, Needed for Safety

WITHIN a few weeks the May safety check campaign will be under way. Through the cooperation of many fine organizations, millions of cars will be checked.

There's an element of suspense lacking in this big endeavor. We all know how the story will come out. Millions of vehicles will be found in need of attention to safety equipment.

There is a lot of sound and fury over automotive safety. And it's no wonder. The statistics on highway accidents are terrifying.

Everytime the subject comes up, we can count on getting letters from people who blast the auto makers for not building cars the way the writers think they should be built.

People, who would be horrified by the thought that they are advocating tyranny, want to know why the auto makers don't throw out all their ideas of how to build cars and switch to some radical concept which the writer suggests will be safer.

Just last week a witness testified before a congressional committee to the effect that makers should either voluntarily get together and incorporate all proven safety features in new cars as standard equipment, or face the possibility of congressional legislation.

It would be interesting to give the witness an opportunity to make his living selling cars so equipped, with the cost boosted several hundred dollars by the equipment. The committee might like to hear from auto salesmen who are having enough trouble selling cars as it is.

And it would be interesting to see the advocates of radical changes in cars stake their money on such enterprises.

Many persons think auto makers build cars to please themselves. The truth is that makers seek to build cars the public will buy.

We'd like to suggest that before we consider new laws with regard to cars we enforce the ones that do exist.

The safety check will show millions of cars to be in operation with defective lights, brakes and other safety equipment *that is standard now.*

Coming Events

Dealer Conventions

Apr. 10-12—Automobile Dealers Assn. of Indiana, Claypool Hotel, Indianapolis.
Apr. 12-13—Arizona Automobile Dealers Assn., San Marcos Hotel, Chandler.
Apr. 26-27—South Carolina Automobile Dealers Assn., Francis Marion Hotel, Charleston.
Apr. 29 - 30 — Pennsylvania Automotive Assn., Penn-Sheraton Hotel, Pittsburgh.
May 5-7—Idaho Automobile Dealers Assn., Pocatello.
May 6-7 — Missouri Automobile Dealers Assn., Chase Hotel, St. Louis.
May 9-11—Washington State Auto Dealers Assn., Winthrop Hotel, Tacoma.
May 12-13 — South Dakota Automobile Dealers Assn., Huron, S. D.
May 14-15—Massachusetts State Automobile Dealers Assn., Inc., Hotel Statler, Boston.
May 19-21—North Carolina Automobile Dealers Assn., Asheville.
May 24-25 — New Mexico Automotive Dealers Assn., Albuquerque.
May 26-28—Tennessee Automotive Assn., Peabody Hotel, Memphis.
June 6-7 — Oregon Automobile Dealers Assn., Multnomah Hotel, Portland.
June 7-9 — Automobile Trade Assn. of Maryland, Commander Hotel, Ocean City.
June 27-30—Michigan Automobile Dealers Assn., Mackinac Island.
Aug. 18-19—Georgia Automobile Dealers Assn., General Oglethorpe Hotel, Savannah.
Aug. 21-22 — Federation of Automobile Dealer Assns. of Canada, Toronto.
Aug. 25-27—Automobile Dealers Assn. of West Virginia, Greenbrier Hotel, White Sulphur Springs.
Sept. 6-8 — Maine Automobile Dealers Assn., Inc., Samoset Hotel, Rockland, Me.
Sept. 8-10—New York State Automobile Dealers, Inc., The Concord, Kiamesha Lake, N. Y.
Sept. 8-10—Automotive Trade Assn. of Virginia, Hotel Roanoke, Roanoke.
Sept. 8-10—Wyoming Automobile Dealers Assn., Sheridan, Wyo.
Sept. 9 — New Hampshire Automobile Dealers Assn., Lake Tarleton Club, Pike, N. H.
Sept. 15-16—Kentucky Automobile Dealers Assn., Sheraton Seelbach Hotel, Louisville.
Sept. 15-17—Colorado Automobile Dealers Assn., Colorado Hotel, Glenwood Springs, Colo.
Sept. 16-17 — Minnesota Automobile Dealers Assn., Nicollet Hotel, Minneapolis.
Sept. 16-17—Wisconsin Automotive Trades Assn., Milwaukee.
Sept. 26-28—Arkansas Automobile Dealers Assn., Marion Hotel, Little Rock.
Oct. 1-3—New Jersey Automotive Trade Assn., Chalfonte-Haddon Hall, Atlantic City.
Oct. 2-4 — Texas Automotive Dealers Assn., Baker Hotel, Dallas.
Oct. 20-21—Oklahoma Auto Dealers Assn., Tulsa.
Oct. 20-22—Florida Automobile Dealers Assn., Balmoral Hotel, (Bal Harbour), Miami Beach.
Nov. 3-5—Mississippi Automobile Dealers Assn., Buena Vista Hotel, Biloxi.
Nov. 7—Connecticut Automotive Trades Assn., Hotel Statler, Hartford.
Nov. 10-12 — Ohio Automobile Dealers Assn., The Neil House, Columbus.
Dec. 3—Utah Automobile Dealers Assn., Hotel Utah, Salt Lake City.
Jan. 11-15—National Automobile Dealers Assn., Miami Beach.

* * *

Auto Shows

May 3-4 — Roanoke Rapids Automobile Show, Roanoke Rapids Armory, Roanoke Rapids, N. C.
Oct. 30-Nov. 10—39th International Motor Show, Turin, Italy.
Dec. 14-21 — Miami Automobile Show, Dinner Key Auditorium, Miami.
Jan. 3-11 — Upper Midwest Auto Show, Municipal Auditorium, Minneapolis.
Jan. 4-12 — Chicago Auto Show, International Amphitheatre, Chicago.
Jan. 4-12 — National Automobile Show, New York Coliseum.
Jan. 18-26—Detroit Auto Show, Artillery Armory, Detroit.
Feb. 1-8 — Louisville Automobile Show, State Fair Exposition Center, Louisville.

* * *

General

April 10-12—Point-of-Purchase Advertising Institute, 11th Annual Symposium and Exhibit, Palmer House, Chicago.
Apr. 25-27—International Automotive Exposition (southeast jobber sponsored). Dinner Key Auditorium, Miami.

(See CALENDAR, Page 12, Col. 1)

Automotive Cartoon Of the Week

"It stands to reason I can sell you a car cheaper. I don't have to pay myself a commission on it."

Letterbox

'What a Pity . . . . . '

This is an open forum for the discussion of any subject of interest to our readers, and your letters are welcomed. No attention is given to unsigned letters but you may sign your name with the assurance that it will not be used, if you so request. Address Editor, Automotive News, Detroit 26, Mich.

Advice to Nonadvertiser

In the March 11 issue of AUTOMOTIVE NEWS I was particularly attracted to an item by your staff correspondent, Ed Brown, which was headlined, "Ex-Mechanic Runs N. Y. Outlet. Unusual Policy includes No Advertising . . . " A five-point formula was listed by the ex-mechanic as his road to success.

What a pity that Mr. Mirenda had not been convinced that his four points plus advertising, rather than minus advertising, would help him toward even greater success.

The four points stressed by Mr. Mirenda consisted of follow-through on service, expressing a personal interest, a proven sales method and a willingness to answer emergency calls. This package plus sound advertising is certain to produce an immeasurably larger degree of success than has already been accomplished. — LOUIS E. REINHOLD, president, Richmond Advertising Service, Inc., Brooklyn, N. Y.

* * *

Racing for the Moon

If Congressmen approve the $72-billion budget, they will really be shooting for the moon.

If $72 billion in dollar bills were laid end-to-end, they would reach from earth to the moon TWENTY-EIGHT times . . .

. . . with enough left over to encircle the earth FIVE times at the equator . . .

. . . and the balance stretching from Washington to San Francisco and back to Washington and then to Denver.

How much taxes did you pay last year?—STAR GAZER.

* * *

Which Is Which?

In your issue of March 25, there is an article entitled "The Low-down on Brightwork." This article states that a survey was made and it was found that practically no salesmen made any effort to point out that various trim parts were made of a specific material.

I feel that there is a very good reason for this. It has always been my contention that if you are ignorant of a thing it is a good idea to keep your mouth shut about it. In my nine years of selling General Motors and Chrysler products, I have never, to the best of my knowledge, seen any information put out by any of the manufacturers wherein they point out exactly which trim materials are made of chrome and which are made of stainless steel.

Most of us are not metals experts and I don't believe there is any way of telling quickly unless it is so stated somewhere in the manufacturer's specifications. Not only is there nothing in any of the sales literature but also I have asked several factory men and they have not been able to answer the question satisfactorily.

If the stainless steel manufacturers want to push their product it would seem to me the place to start would be to educate the manufacturers to include a chart in their sales catalogs which would show where this metal is being used. — W. E. WOLF, Tod Motor Sales, Fremont, O.

30 Years Ago . . .

The Big Stories

The value of American automotive exports during February amounted to $32,265,148, an increase of 7.2 percent over the same month of 1926, according to the Department of Commerce. Exports of cars and trucks amounted to 31,475 units.

Chevrolet Motor Co. broke all monthly production records in March with an output of more than 100,000 cars and trucks, compared with 85,821 units in February, the previous record, and 65,041 in March, 1926.

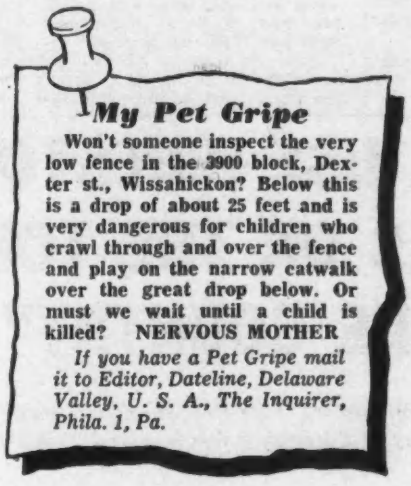
A windshield device, invented in Sweden, provides clear vision by keeping the windshield free from frost and rain coating by means of heat insulation. It is constructed on the principle that a vacuum provides heat insulation, and has been named "Vacuum." The device, which is mounted on the inside of the windshield, is composed of thick glass.

A new Ford rumor is circulating around Detroit. The rumor is that there will be three new Ford models in the near future—a four-cylinder gear car at $400 to $425, a "six" gear car at about $700, and an "eight" gear shift car, to be known as the "Edsel," at $1,150.

—From the files of Automotive News.

3 SQUARE INCHES OF

DYNAMITE !

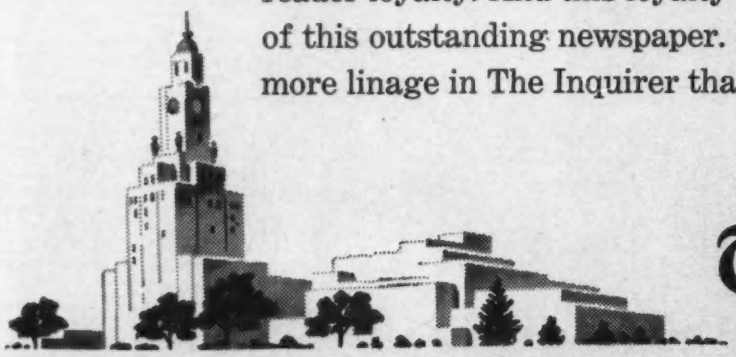


This tiny, daily feature of The Inquirer packs power. Here's where the "nervous mother" and the "irate taxpayer" make their feelings felt . . . about the everyday things that annoy them.

And little things add up. City Hall knows that and, we hear, assigns a fellow to watch for each day's gripe. If it calls for city action, he starts the ball rolling.

Take the above "gripe." Less than two weeks after it appeared, the City Street Department began building a protective fence. Other things happen, too: new traffic lights at problem intersections, streets cleaned and repaired, extra policemen on beats. And a concert lover who complained she couldn't get Robin Hood Dell tickets suddenly found herself with fifteen.

Here is another example of The Inquirer's impact . . . another reason for amazing reader loyalty. And this loyalty is readily transferred to the advertising columns of this outstanding newspaper. Do advertisers know it? More advertisers place more linage in The Inquirer than in any other Philadelphia newspaper.



The Philadelphia Inquirer

Now in its 24th consecutive year of total advertising leadership

Exclusive Advertising Representatives:

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

West Coast Representatives:

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

MEMBER: METROPOLITAN SUNDAY NEWSPAPERS • FIRST 3 MARKETS GROUP

Meeting the Practical Problems . . .

Case Histories of a Salesman

EDITOR'S NOTE: *This is one of a series of letters on practical problems encountered in auto selling. It is written by a veteran salesman, Bert Simons, who is active in today's market.*

* * *

Dear Ed:

WHY is it so many salesmen overlook the great advantages we can derive from that magical instrument called the telephone.

Bert Simons

The average salesman who finds a little extra time on his hands should get on that phone and call people — lots of people. It's a lot easier, faster and cheaper than running around.

Here's the logic — the more people you see or talk to, the more chances you have of selling another car. Let's say it takes about five "ups" off the floor to make one deal.

I guess a guy is lucky to talk to five a day (off the floor) so if it takes five to get one, try for 10 to get two. That makes sense, doesn't it?

* * *

THAT little telephone is one way to get that extra five "live ones" into your show room. There are all kinds of lists available, including old registrations, service customers, people that you talked to previously, people in business around you and people that live around you. And if that's not enough, just people in the telephone book or cross index.

Arrange your work day so that you can use the phone for a solid hour. Have a list compiled ahead of time of carefully chosen suspects and start dialing. First thing you know, you'll find you're talking to someone who was thinking of trading.

Matter of fact, your call was just what he needed to bring him into action. This only can be accomplished by a half dozen or so carefully planned logical steps on your part.

Like talking nice, being polite, intelligently explaining your reasons for calling, presenting the product sincerely, selling yourself and your dealership with enthusiasm.

* * *

WHEN your suspect has been properly handled on the phone and you feel you've sold your product and yourself sufficiently, let him talk a little. When he does, listen to him as he did to you and then at the psychological moment, get yourself invited over to his place, right now if possible.

Take yourself and your demo right to him, show him you want to sell cars, make him feel you are full of vim and vigor and are more than ready to meet him half way. Yes, go all the way. If he is a prospect he'll say "OK, come over."

When he does it will be just the same as if he gave you a deposit, subject to approval. But if you can't work yourself into a "right-now" deal, try for an appointment later that day or whenever it's practical for the suspect.

Remember the more people you talk to, the more chances you have of catching a buyer. So make lots of telephone calls every day and build up your chances for more sales, more money.

—BERT SIMONS.

Canadian Rambler to Use Champion Spark Plugs

TORONTO.—American Motors (Canada), Ltd., is ready to begin installing Champion H-10 spark plugs as original equipment in both six-cylinder and eight-cylinder Ramblers.

The auto maker noted that Champion plugs are used by 28 percent of all Canadian cars.

Hardtop Styling Called Wagon Aid

FLINT.—Hardtop styling has increased the popularity of the Buick estate wagon, reports Edward T. Ragsdale, general manager, who said a survey showed that 9 percent of present Buick owners plan to make their next car a wagon. About 2 percent of the owners surveyed already own wagons.

Buick has built 7,500 wagons this model year, of which 70 percent were hardtops. Ragsdale said the Century Caballero is the most popular wagon, with more than 3,000 built. Production of wagons is running at a maximum of 200 units daily, he said.

AMC Announces 7 Appointments In Canada Sales

TORONTO.—Seven new appointments in the sales division of American Motors (Canada), Ltd., which complete the "executive and personnel adjustment," have been announced by Robert J. Orr, vice-president.

L. E. Fenn, former Hudson sales manager, is now American Motors eastern zone manager and George E. Worley, former Winnipeg Nash zone manager, is the western zone manager.

W. B. Wadds, former Nash sales manager, is dealer development manager. U. D. Mossop, former assistant Hudson sales manager, is Hudson eastern zone sales manager and Garnet Gunn, former assistant Nash sales manager, assumes the eastern zone post for Nash.

R. E. Viscount, former Toronto Nash zone manager, is general service manager, and C. E. Carruthers, former service training supervisor, is eastern zone service manager.

13 Distributors Signed for Lloyd In Eastern States

DETROIT. — Norwood D. Craighead, eastern U. S. distributor for the German Lloyd car, reported last week he has signed up 13 distributors of the 25 he is seeking.

Craighead, in Detroit on a distributor-dealer quest which has taken him to every state east of the Mississippi, said that more than 1,000 Lloyds have been delivered since imports began in volume last fall.

Craighead said his dealer goal for the eastern region is 1,200 to 1,800. He said many established Big Three dealers have either taken on or expressed an interest in the Lloyd line.

The Lloyd is a two-cylinder, 139-inch-long car available in a two-door sedan, station wagon or convertible. New York delivered prices are $1,295 for the sedan, $1,345 for the station wagon and $1,395 for the convertible. Lloyd is produced by Borgward Motors, Bremen.

Craighead handles distribution east of the Mississippi from Box 987, South Bend. Distributor west of the Mississippi is Gallagher Motors, 907 E. Pike St., Seattle 22.

Calendar

(Continued from Page 10)

General

May 9-12 — Midwest Automotive Trade Show, Kiel Auditorium, St. Louis.
May 12-15—Automotive Engine Rebuilders Assn., 35th Annual Convention, Sheraton-Cadillac Hotel, Detroit.
May 23-26—National Automotive Service Show (national regional designated), Commonwealth Armory, Boston.
June 16-21—Annual Meeting, American Society for Testing Materials, Chalfonte-Haddon Hall, Atlantic City.
June 20-23—Independent Garage Owners of America, National Convention, Toledo.

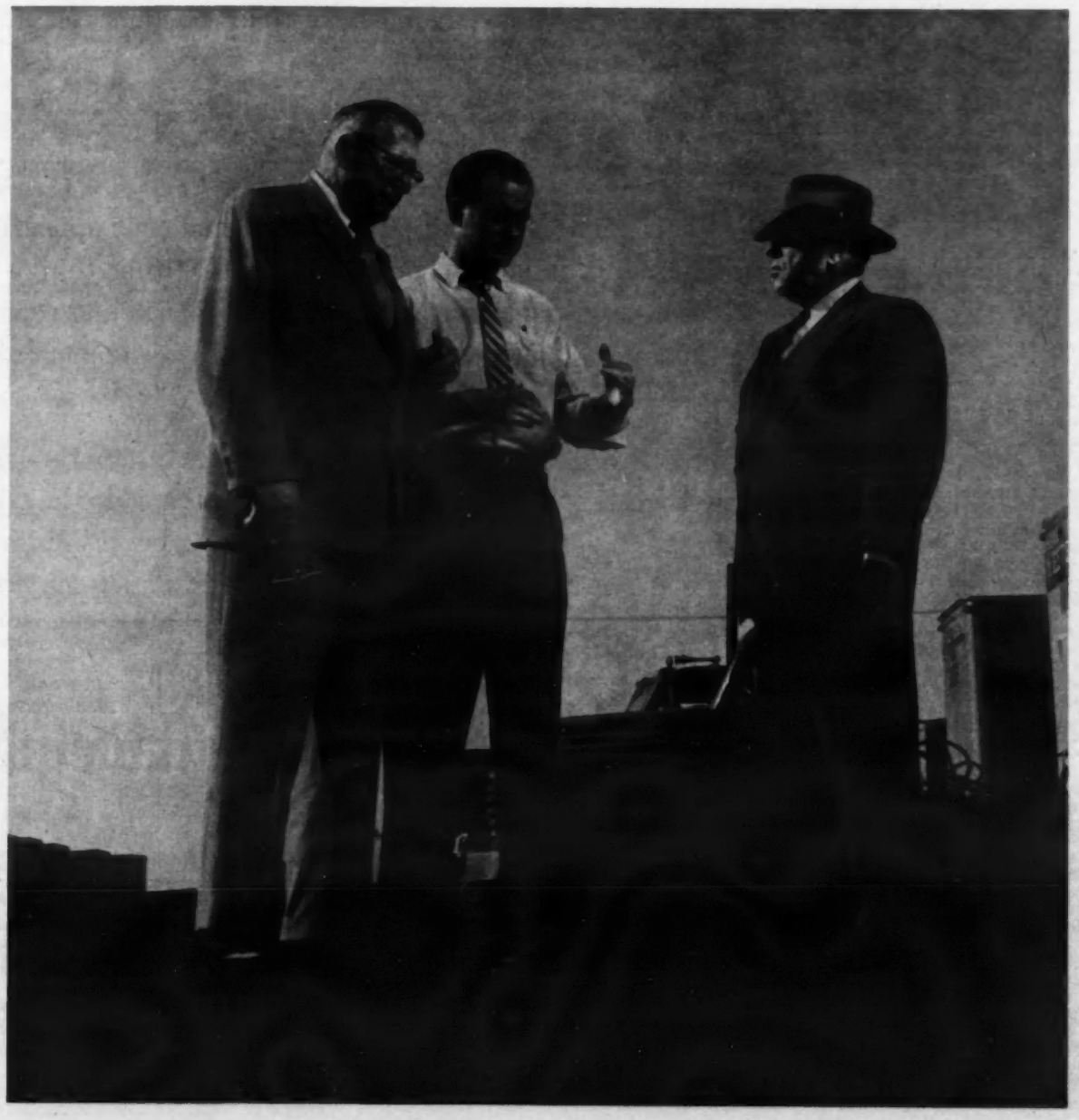
MOTOR MASTER

"WE USE FIRESTONE TUBELESS TRUCK TIRES ON THE TOUGHEST RUN IN THE COUNTRY"

says Tom Rafael, Vice-President in Charge of Equipment and Maintenance for Western Truck Lines, Ltd.

From San Francisco to Dallas, over the mountains at −20°F.—into the desert at 105°F.—a typical trip for Western Truck Lines, now standardizing on Firestone Tubeless Truck Tires.

"We run tubed and tubeless together all the time, which is making our changeover a simple matter," states Tom Rafael. Tom's shown here with his bosses, Dick Cantlay (left) and Joe Tanzola, co-owners of Western Truck Lines, Ltd. and its subsidiaries, Gillette Motor Transport, and Cantlay & Tanzola.



AUTOMOTIVE WASHINGTON

Wails of Constituents Revive Tax-Cut Talk

By William Ullman
Washington Correspondent

THREE months ago, practically every legislator in Washington could give you five good, compelling reasons why taxes shouldn't be cut this year. But, as an American psychologist has pointed out, there's a big difference between a "good" reason and a "real" reason.

Today most congressmen are insisting that taxes should be cut this year and, if not this year, by 1958 at the latest.

All the good reasons why taxes can't be lowered have vanished like last summer's roses in the face of overwhelming opposition to current tax levels from taxpayers.

Many Washington observers can't understand this sudden resentment from taxpayers, who have been taking it quietly on the chin for several years. All they know is that letters are flooding in, both to congressmen and the White House, demanding relief soon.

There's probably little mystery behind it. A good many taxpayers, after contributing to a record Christmas sales season, didn't get their charge account bills until February. These grim reminders of a forgotten holiday were followed by news stories on rising cost of living.

William Ullman

Then came Federal, state, county and city taxes. In many counties across the country, rates and assessments are both up. With all these drains on the checkbook inside of two months, it's little wonder that many people have reached the boiling point. The only wonder is that they haven't done so before this.

* * *

Brazil-Colombia Link Eyed

BRAZIL and Colombia will consider linking their countries with an extension of the Pan-American Highway System at the Seventh Pan-American Highway Congress in Panama this year.

This link would complete the circuit of the South American continent and move still closer the day when a motorist with enough spirit can drive from New York to Rio. The proposed road would ribbon through some of the wildest country this side of the Belgian Congo.

* * *

World Road Parley Slated

THE world's most all-encompassing highway association, the International Road Federation, will hold its third meeting in Mexico City in late 1958 or early 1959.

The first world meeting was held in Washington in 1952 and the second in Rome in 1955.

* * *

Power-Assist Market Climbs, Dodge Reports

DETROIT.—Power equipment has become a prime consideration to new-car buyers and is reflected in the fact that Dodge is turning out better than 50 percent of its current models so equipped, according to L. F. Desmond, sales vice-president.

He said that public demand for assist items has resulted in his company's continually raising production schedules to include such power items as steering, brakes, windows and seats. Currently, more than 50.2 percent of Dodge production is equipped with these devices and the ratio should exceed 60 percent by mid-year, he said.

Blood Tests Approved

THE Supreme Court has approved taking blood tests to determine whether motorists are intoxicated, even if the subjects are unconscious, as long as the blood is taken "under the protective eye of a physician."

The 6-3 decision is expected to speed enactment of chemical-test laws now before several state legislatures.

Young Explains Reason for Dealer Research Service

DETROIT.—In the period immediately after World War II a vast reorganization was needed in the auto industry, both on the factory and dealer level, to meet the new conditions and competition.

The factories largely adjusted to these new conditions by diverting some of their vast resources to numerous research projects.

But the dealers, because of the lush postwar market, failed to adjust to the new conditions. Then, when the buyers' market finally made its appearance, dealers were forced into cutthroat retaliatory selling.

This is the situation which prompted Robert J. Young, of Automotive Enterprises in Detroit, to establish some months ago a Research Management Service for auto dealers.

Young, a former dealer and GMAC official, said that he "decided that there was a compelling need for someone to make a fulltime business of carrying on intensive research among the dealers of the nation for better ways of meeting changed conditions."

Auto-Lite Selling Cincinnati Plant

CINCINNATI. — General Electric has announced it is buying Electric Auto-Lite's big plant in Evendale, O., approximately 12 miles from downtown Cincinnati. The deal is expected to involve between $14 million and $20 million.

GE will not take complete possession of the plant, which has more than 3,000,000 square feet, until Dec. 31, 1958. Auto-Lite is making efforts to relocate the operation in the Cincinnati area. If it does not, the company will establish a private placement service for its 1,900 employes at Evendale.

J. P. Falvey, president of Auto-Lite, said the decision to quit the Evendale plant was made, in part, because it has been operating at a "substantial loss in recent years." The Evendale plant makes headlamps, grilles and other products for the automotive industry.

'Drop Accent on Speed,' Conn. Urges Industry

HARTFORD, Conn. — Chairman Robert I. Catlin, of the Connecticut Safety Commission, who has called high-powered cars "the most destructive weapon in our time," has appealed to the automobile industry to halt "the emphasis on power and speed."

Catlin said the commission has adopted a resolution recommending "that special attention be directed to the problem of the motor-vehicle horsepower race, the industry's use of advertising to promote sales on the basis of this increased power and speed, and the effect on accident incidence."

The resolution also said "the emphasis on speed and power is not in the best interest of public safety."

More than 150,000 persons read AUTOMOTIVE NEWS every week!

"Less down time, less road delay, so we can give better service." George Buron, line driver for Western, agrees with Tom Rafael that Firestone tubeless are much more dependable on the road. "They run cooler out on the desert, too," reports George.

In an on-the-spot interview at the Los Angeles terminal of Western Truck Lines, Tom Rafael, who heads up the company's entire fleet operation, was asked:

Q. *Why is your company switching to Firestone tubeless truck tires?*

A. We're in a service business; our success depends on the service we give our customers; Firestone tubeless tires permit us to give better service. It's as simple as that. And our trips are made on what we believe is the toughest run in the country, from the West Coast to Dallas, Kansas City and Houston.

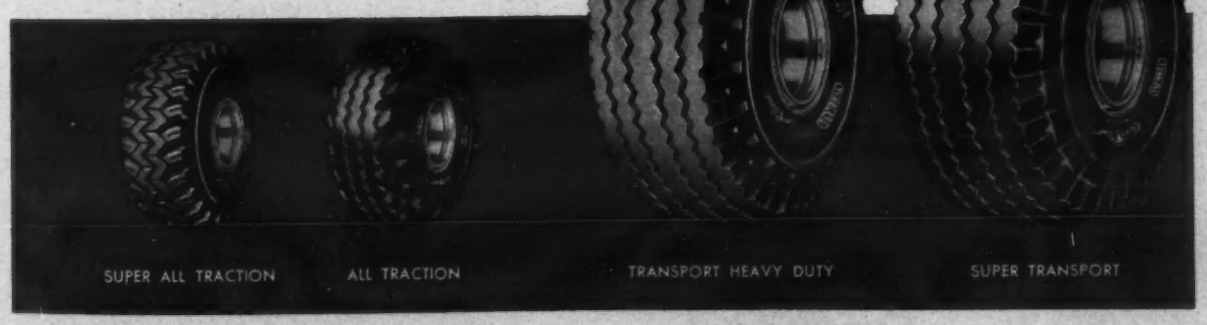
Q. *This is obviously a busy outfit—just how many miles do you log in a month, Mr. Rafael?*

A. It figures out about this way: Western Truck Lines will run up 1,200,000 miles. Then you can figure our two subsidiaries at 600,000 miles each, which totals up to 2,400,000 miles per month.

Q. *With mileage like that, any tire savings should really show up. What is your tire cost picture?*

A. Firestone tubeless tires certainly give us better mileage at lower cost than tubed tires. And then, this Firestone rim and tire lighten the rig for bigger payload—26 pounds per wheel, and that adds up. We also have less wheel failure—haven't had a cracked one yet, in fact. So, with our payload up and our maintenance costs down, you can see why we're so sold on Firestone tubeless truck tires!

"This simplified tubeless rim assembly makes everybody happy." To Carl Pomo (kneeling), tire man for Western, this means less maintenance, easier and safer tire changing. And to Tom Rafael (shirt sleeves) the 26 pounds per wheel saved means more payload. For Jim Evans (right), Firestone's West Coast Truck Tire Sales Manager, it's another happy addition to the growing list of success stories for Firestone tubeless truck tires.



Firestone BETTER RUBBER FROM START TO FINISH

Copyright 1957, The Firestone Tire & Rubber Company

Enjoy the Voice of Firestone on radio and television every Monday evening over ABC.

AUTO-TURNTABLE
Assembled in 30 Minutes
For indoor – outdoor display
Send for free folder.
AMER-STAGE
305 East 134 St.
Bronx 54, N. Y.
JUST DRIVE ON

The "best dramatic series" of the year

(HAS ROOM FOR ONE MORE ADVERTISER)

PLAYHOUSE 90 set out to do something that had never before been tried in television:

To offer a nationwide audience the important dramatic entertainment that can be achieved only by using sufficient time to develop the full potentialities of plot and character.

To contribute a new dimension to the medium by presenting an hour and a half of this full-scale drama every week on a *regularly scheduled* basis.

The achievement proved even more exciting than the idea.

It won the sustained applause of the nation's critics, who continue to give serious attention to each production.

It captured the enthusiasm of the nation's best writers and performers, anxious to take part in an adventure that gave full scope to their talents.

Its unique accomplishments were recognized *for the 18th time* this season with the announcement of the "Emmy" awards the other day.

But the most important reward is the enthusiasm of 25 million intensely loyal viewers who return week after week for the next production.

The advertiser who sponsors the only remaining segment of *Playhouse 90* will inherit all the extra values of a program that each week generates new excitement as it continues to make history on **CBS TELEVISION**

TURNINGS

by

John T. Benedict

Engineering Editor

Some Still View 'Safety' As Merchandising Asset

JUST so there will be no misunderstanding: Let's begin by agreeing that styling and performance are prime factors in the sale of automobiles today.

Having said that, I want to present a minority view on the question of whether automotive safety design is saleable. It seems to me that there are some things that need saying about this — since, without encouragement, it is feared that emphasis on "safety engineering" may decline.

Contrary to general opinion, there are some people in the industry who continue to believe that a reputation for safety-consciousness in design can be valuable as a long-term aid in promotion and merchandising of automotive products. When relating "safety" to the advertising and sale of cars, they are careful, however, to see it in proper perspective.

In essence, this means that, by becoming known as a "safe car," any make stands to gain an attribute that adds buyer appeal—but only if the car is fully competitive in all other respects.

Now, let's take a look at evidence on two key points: Injury-reducing effectiveness of safety features, and the saleability of such items.

In studying effectiveness, the two pertinent types of information are: Data from scientific analysis of accidents, and statements from people who have been involved in automobile accidents.

* * *

REPORTS comparing injury rates experienced by passengers in 1956 safety-equipped cars with injuries to occupants of conventional automobiles have been prepared by the automotive crash injury research group at Cornell University Medical College.

These compilations allegedly show that accidental door openings were reduced nearly 50 percent by safety door locks. A 50 percent reduction in crushing injuries to drivers' chests was attributed to the energy-absorbing steering wheel, and seat belts were said to be more than 60 percent effective in reducing injuries.

Based on such results, John O. Moore, director of the Cornell project has been quoted as saying that, if all automobiles in the U. S. suddenly became equipped with safety door locks, dished steering wheels, seat belts, crash padding and safety-type rear view mirrors, half a million persons annually would escape injury and a great proportion of traffic deaths could be prevented.

As for statements from people who have been involved in accidents: I have seen a sampling of such letters. They are impressive in their sincerity and heartfelt gratitude toward those who are responsible for having installed safety equipment on the car.

It seems to me that these letters while admittedly no truly "scientific," nevertheless, are pertinent to any investigation of effectiveness attributable to an automotive safety engineering program. Also, on the practical, commercial side, the mass-effect from hundreds of such letters is rather convincing in implying a cumulative buildup of owner loyalty and word-of-mouth advertising.

* * *

EFFECTIVENESS of "safety features" as a sales tool is more difficult to prove than effectiveness in reducing injuries. However, there are several types of evidence on this point — one of which, at least, is obscured by the widespread belief that Ford (the principal advertiser of "safety") had a "bad" sales year in 1956.

To set the record straight, it should be made clear that Ford officials were more than pleased with sales acceptance of the individual safety items. Forty-three percent of all 1956 Fords were ordered with safety padding. And, during the first year in which seat belts were offered, enough were purchased to protect more than one-third million people.

Compare these figures with those for other optional equipment items in the first year they were available: Tinted glass, 6 percent; automatic transmission, 23 percent; power steering, 4 percent.

Next, to evaluate whether safety sells cars, a significant percentage of favorable replies was obtained in surveys designed to check both "reasons for buying" a particular make (among new-car purchasers) and "reasons for preferring" a particular make (among those who expressed an intention of buying).

* * *

FINALLY, there is a point conveniently overlooked by many who had preconceived notions that "safety doesn't sell cars." This is the fact that—despite being outsold by a wide margin by Chevrolet—Ford actually increased its "market penetration" or percent of total industry sales in 1956 as compared with 1955.

Pertinent questions, then, are: "Without 'safety' would Ford have done as well?" "What would the comparison of 1956 Ford and Chevrolet sales figures look like if Ford had not promoted its safety features so strenuously?" "When 1957 sales figures are compiled, will the relative standing of the two makes be attributed to the idea that one is more widely known for 'safety' than the other?"

What does this all mean? Simply that, despite the "I told you so" attitude in many quarters, some people remain firmly convinced that Chevrolet's wide margin over Ford in 1956 sales should not be attributed to Ford's heavy emphasis on safety in advertising.

These people deny that it has not yet been proved that a reputation for being "safety-conscious" is a sales handicap. They believe safety should be a "plus factor"—something that is merchandised as an "extra" in a car that is fully competitive in respect to style, performance, power and comfort.

Nobody seriously advises that "safety design" be substituted for such prime sales factors. Instead, it is maintained that safety is a useful sales aid when offered along with the other recognized sales-motivators.

* * *

Automatic Light Switch Should Be Dark-Sensitive

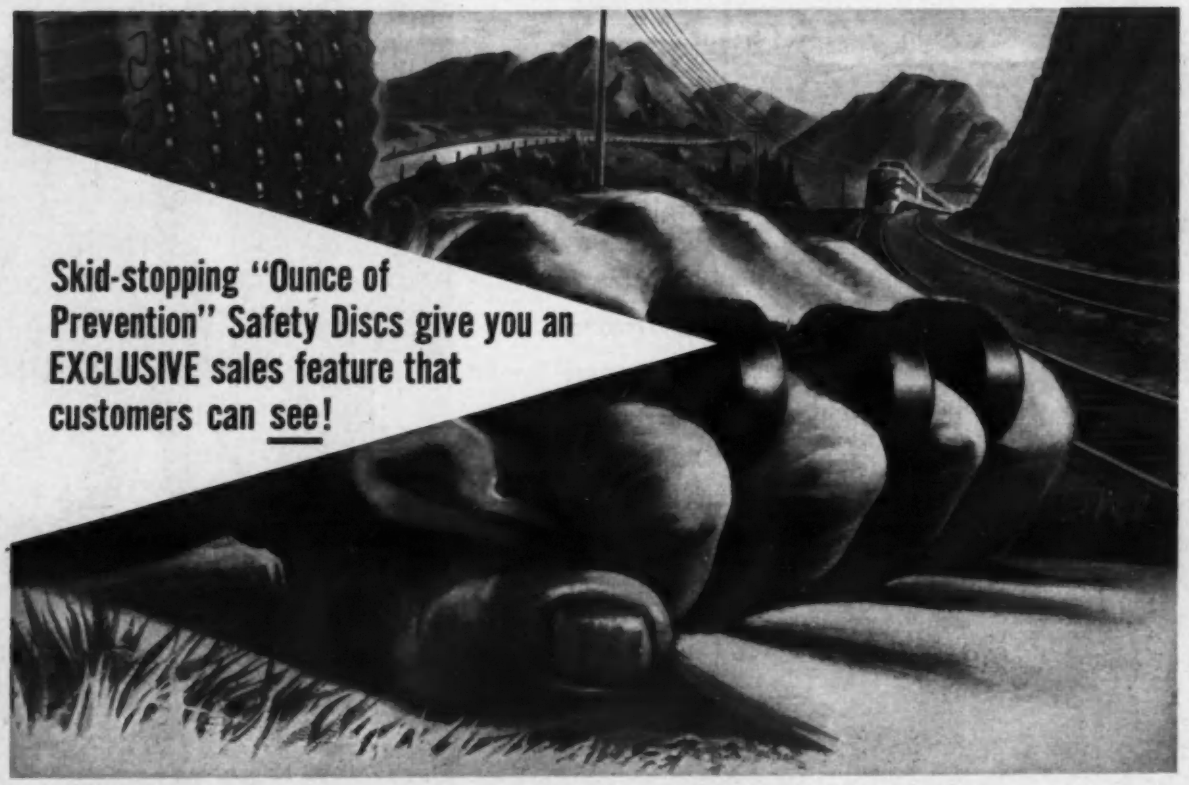
I'VE HEARD of experimental gadgets that operate by buzzer or dash warning light to warn the car owner when he is about to leave his car parked with lights on. But something that might be even more useful would be an automatic switch to turn the headlamps on at night.

Many of us have had the experience of starting off on a well-lighted street and forgetting to turn the car lights on. Others retain vivid memories of near-misses or accidents which occured when they suddenly were confronted with another automobile cruising along without headlights.

I wonder if this experience may be more common than is generally realized. Over the past week-end, two different individuals just happened to mention their latest incidents of this type and asked if the auto makers plan to add either a "lights-out alarm" or automatic headlight switch.

My reply was that I had heard of an experimental unit that switched the lights on automatically at night or when the car entered a dark area such as a tunnel — and that, personally, I should think the idea does merit some consideration for original equipment installation.

Famous Armstrong Tire "Fist" Pulls In Sales For You — As No Other Brand Can



Why sell tires your customers can't tell from any other tires? Why compete on a price basis that squeezes your profit?

Sell Armstrongs! Customers can *see* the exclusive Safety Discs in the tread. Any salesman can *demonstrate*, in 10 seconds, why Armstrongs stop skids as no other tires can. Once sold, Armstrong customers stay sold — come back for more.

For more sales, easier sales, bigger profit — get the Armstrong story!

ADVERTISING ADDS SELLING PUNCH!

In LIFE, POST . . . on TELEVISION . . . Armstrong advertising is big-time, frequent. Hits hard because it tells the same proved "fist" story over and over.

GUARANTEE CLINCHES SALES!

Unconditional road hazard Lifetime Guarantee is longest, strongest in the industry. **Get the story!**

THE ARMSTRONG RUBBER CO. Home Office, West Haven, Conn.

Preview your poster—full color, full size ...before it is lithographed!

Here's a remarkable service for *every* advertiser. General Outdoor Advertising will actually hand paint your 24-sheet poster—full color, full size—for a preview showing on test boards! These are the same artists who do the finished work on our painted boards.

The cost is only $100!

The advantages are obvious. This is the only *real* way to judge the final appearance of your poster *before* lithography. Even the finest comprehensive layouts won't reveal the finished look of a 24-sheet. Secondly, there's no truer measure of your poster's impact. A test board showing is like a sample insertion in a newspaper!

This preview service is now available to agencies and advertisers in all GOA plants. Call your local GOA office, or write us in Chicago.

General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois

Lawsuits Affecting Dealers . . .

Court Decisions

By Leo T. Parker
Attorney at Law

GENERALLY speaking, the higher courts told that a state license law is invalid and unconstitutional if it sets no standards for administrative grant, denial or revocation. However, where such a state law is intended to convey information to state officials for future taxation purposes, the law is valid. So held a higher court last month.

For illustration, in State of New York v. Faxlanger, 135 N. E. (2d) 705, one Faxlanger was convicted of unlawfully operating a filling station in that he willfully failed to secure license from the State Department of Taxation and Finance required by section of Tax Law. This state law was litigated which requires automobile dealers, who operate gasoline filling pumps, to procure a license from Department of Taxation.

The higher court held the license law valid, and said:

L. T. Parker

"The undisputed history of this law's enforcement shows that it has always and in all respects been treated as a mere registration device to provide the State, for proper purposes of tax revenue protection, with a list of retail gasoline and oil vendors. So construed, it is not invalid."

This higher court went on to explain that the law would be invalid if its purpose was purely to raise money through taxation, and the law was not specific regarding exactly what operators of filling stations should not be awarded licenses.

* * *

Bonding Company Liable

RECENTLY a higher court held that an automobile dealer's bonding company is liable for losses to customers and others, resulting from the dealer's fraud.

For illustration, in Lawrence v. United Auto Sales, 300 Pac. (2d) 619, it was shown that a usual state law provides that if any person shall suffer any loss or damage by reason of fraud by a licensed motor vehicle dealer, such person shall have a right of action against the dealer or his sureties upon their bonds.

An automobile dealer stated to one Lawrence that he owned an automobile, knowing that Lawrence would believe him and act upon the representation. The court held that making such a statement was no mere promise or opinion but clearly was fraud entitling Lawrence to a judgment against the dealer's bonding company for the amount of Lawrence's loss.

For comparison, see Massachusetts Bonding & Insurance Co. v. Bank of Aurora, 124 Colo. 485. In this case the Colorado court held that a bank could not recover on an automobile dealer's bond since the acts of fraud complained of took place prior to the effective date of the bond.

"Daddy talks about you all the time. Where's your whip?"

* * *

Price Law Held Valid

CONSIDERABLE discussion has arisen from time to time over the legal question: Is a state law valid which allows a manufacturer to fix retail sales prices of his products?

For illustration, in Union Carbide & Carbon Corp. v. Bargain Fair, 130 N. E. (2d) 255, Union Carbide & Carbon sued Bargain Fair and asked the court to issue an injunction prohibiting the latter from selling "Prestone" at prices less than the minimum prices set forth in its schedule of minimum prices.

The company contended that under the Ohio Fair Trade Act, it has a right to seek and the court has power to grant an injunction against Bargain Fair restraining them from violations of the Act such as selling a trade-name product below minimum contract price.

The court granted the injunction, saying:

"The Court, after a study of the evidence is of the opinion that the defendants (Bargain Fair) have admittedly, knowingly and willfully sold "Prestone" below the fair-trade price in violation of the Ohio Fair Trade Act, which this Court holds to be constitutional in the light of the majority decisions. The Court holds that this Act expressly authorizes the plaintiff (Union Carbide and Carbon Corp.) to seek and the Court to grant an injunction against these defendants (Bargain Fair) restraining them from such violations."

* * *

Chattel Mortgage

CONSIDERABLE discussion has arisen from time to time over the legal question: Is a chattel mortgage valid when taken on an automobile previously sold under a conditional contract of sale?

Last month a higher court answered this question, holding that unless the holder of the conditional contract of sale assigned his interest in contract, a chattel mortgage given on the same equipment is void.

For example, in Fine v. Eubanks, 292 Pac. (2d) 538, the testimony showed these facts: A purchaser, named Eubanks, agreed in a written conditional contract of sale to purchase from a seller, named Fine, certain machinery for the sum of $8,683.54 payable in specified monthly payments.

Hence, this contract of sale was a conditional contract with title reserved to Fine until the purchase price had been paid. The purchaser, Eubanks, failed to make the agreed payments, but while in possession of the machinery became indebted to one Koss for wages and money advanced.

In order to pay Koss, Eubanks mortgaged the machinery and equipment to Koss. Later Koss foreclosed the mortgage and the equipment was sold at public auction to one Bailey, who paid cash.

In later litigation, the higher court held that the mortgage and foreclosure was invalid and that Bailey had no interest or other rights in the machinery. This court said:

"Assuming that at the foreclosure sale he (Koss) obtained the rights of Eubanks that would not necessarily obligate him to perform Eubanks' obligations and especially to pay the purchase price. Fine could not compel appellant (Bailey) to pay the purchase money. Consequently appellant (Bailey) got nothing by bidding at the purported sale."

* * *

Vermont Ruling Slaps Registration Policy

MONTPELIER, Vt. — Procedures of Vermont's Motor Vehicle Department in certain "joint ownership" auto registrations have been improper for several years, according to a formal opinion given by Frederick M. Reed, attorney general.

The opinion arose following the department's demanding $13—half the full registration fee — of a widow who had sent a $2 transfer fee to cover change of registration on a jointly-owned vehicle. However, it was noted that the department has been guided by a previous attorney general's ruling.

Warren Sells to Maher

Warren Chevrolet, Inc., Greenville, O., has been sold by **Harry Warren** to **Tom Maher**, former partner in a Greenville restaurant.

Utica technician viewing melt under a vacuum of approximately one-millionth of atmospheric pressure.

birth of a superalloy

Vacuum melted alloys, as developed by the Utica Metals Division of Kelsey-Hayes, provide extreme cleanliness; maximum chemical uniformity. They are superalloys, developed to withstand stresses and temperatures generated at supersonic speeds.

The Utica Metals Division expands still further Kelsey-Hayes' capabilities in the manufacture of superalloy metal products for industry.
Kelsey-Hayes Co., General offices: Detroit 32, Michigan.

VACUUM MELTING
provides these properties

- *High temperature corrosion resistance*
- *Increased ductility*
- *Extreme cleanliness*
- *Precise chemical control*
- *Longer stress-rupture life*
- *Increased tensile strength*
- *Better fatigue resistance*
- *Greater yield strength*
- *Greater impact resistance*
- *Greater creep properties*

KELSEY-HAYES

KH

Aviation, Automotive and Agricultural Parts • Hand Tools for Industry and Home.
15 PLANTS / Detroit and Jackson, Michigan; McKeesport, Pennsylvania; Los Angeles, California; Windsor, Ontario, Canada Jackson, Michigan • Springfield, Ohio—2 plants—(SPECO Aviation Division) • Utica, New York—4 plants—(Utica Drop Forge and Tool Division) • Davenport, Iowa (French & Hecht Farm Implement and Wheel Division)

Highways & Safety . . .

Pa. Group Approves Radar Speed Controls

By George E. Shelley
Staff Correspondent

THE safety committee of the Pennsylvania Automotive Assn. has agreed to support legislation to legalize the use of radar in the detection of speed violations.

Also approved were a proposal for a nationwide network of Interstate Commerce Commission inspection stations for commercial vehicles and a legislative measure whereby a warning device would be placed at the scene when a vehicle is disabled.

The radar proposal was endorsed after O. D. Shipley, director of the State Bureau of Highway Safety, discussed its use as a means of saving lives and called upon the group to support it.

Capt. Thomas P. Cahalan, director of the State Police Bureau of Traffic, called radar an accurate and far more advanced measurement of speed than is used under the present system, but he emphasized "that State Police, as an organization, does not attempt to propose legislation as such."

* * *

SHIPLEY pointed to the state's 1,790 traffic deaths last year and said that speed and impact remain the No. 1 killer. He said fatality rates are down in states where radar is being used.

Commenting on charges that radar would be abused by police in small towns in setting up speed traps, Shipley claimed there has been no wide abuse in other states. He asked: "Do we want law enforcement or don't we?"

Some committeemen favored allowing only State Police to use radar, but the group finally adopted a motion to support legislation for its use by organized police forces in first, second and third-class cities, first-class townships, boroughs and incorporated towns.

Discussing his ICC inspection proposal, Shipley said that last year the commission had only 100 safety inspectors for the 1.7 million vehicles in interstate commerce.

* * *

HIS program would require 2,800 stations through the U. S., but he said that the inspection fees would pay for the program. Gerald A. Gleeson, state revenue secretary, has forwarded Shipley's proposal to Washington for ICC consideration.

Edwin W. Parkinson, PAA assistant manager, discussed pending state legislation pertaining to traffic safety and the automotive industry, and Richard N. McCord, PAA executive assistant, outlined plans for 200 safety inspection meetings to be held in the state during April.

The meetings will be attended by inspection station operators and mechanics and are sponsored by PAA in cooperation with the revenue department and the State Police.

Conn. Drivers Would Raise Driving Age to 18

About 20,000 members of the AAA (Connecticut Motor Club), polled on 12 proposed state driving laws, rejected only one—the use of unmarked police cars. It was the closest vote of all 12—10,967 to 8,690.

* * *

The drivers approved proposals to: Let police arrest drivers going too slow; require diesel engine vehicles to use overhead exhausts; license commercial driving schools; raise the minimum driving age from 16 to 18; bar any one under 21 from driving an uninsured vehicle (the limit is now 18); require a chemical test for persons accused of drunken driving. Require all drivers under 18 to take a driving course before getting a license.

* * *

Canadian Roads, Streets Are Newly Classified

The first step towards a new classification of all roads and streets in Canada has been taken by the Dominion Bureau of Statistics and the Canadian Good Roads Assn., according to the CGRA, which points out that the new classifications are contained in a study of the economics, finance and administration committee of CGRA.

The CGRA document is being sent to provincial and municipal governments with the request that they study the new classifications. The new categories are: Rural roads—primary highways, secondary highways, local roads and development roads; Urban Streets—primary highway connections, secondary highway connections, major urban thoroughfares and local streets.

PAA Safety Committee Meets—

At a luncheon meeting in Harrisburg, 75 members of the Pennsylvania Automotive Assn.'s safety committee approved the use of radar in detecting speed violations and supported a plan for nationwide inspection of trucks by the Interstate Commerce Commission. J. Fred Bauman, Wilkinsburg, co-chairman of the committee, presided at the meeting.

Many Accidents Called Result Of Preoccupation

The majority of drivers who become involved in accidents are preoccupied, according to A. E. Kimberly, chief engineer of DeSoto.

He told the Cincinnati Society of Automotive Engineers section that the "man who has had a breakfast spat with his wife or is on his way to hit the boss up for a raise is not giving his undivided attention to the traffic."

"It takes full-time occupation, and no preoccupation, to drive a car," Kimberly cautioned.

The next important phase of motoring safety, Kimberly said, will occur in "attempting to understand the attitudes and personal problems which affect the driver."

He revealed that initial independent studies show that emotional strain and age are decided factors in accidents. A recent survey taken in Connecticut showed "an excessive disproportionate number" of persons under 30 involved in accidents.

However, he said, "the majority of accidents, the big ones, are caused by the excellent drivers, you and me."

Kimberly remarked that "preoccupation seems to be the reason."

NEW ROYAL TRITON

Announcing a new formulation of Royal Triton 10-30 the amazing purple motor oil

Now more than ever before all-weather Royal Triton 10-30 prolongs your engine's trouble-free performance for thousands of extra miles. Royal Triton 10-30, the all-weather grade of the amazing purple motor oils. Ask for it wherever fine motor oils are sold.

UNION OIL COMPANY OF CALIFORNIA

Los Angeles: Union Oil Bldg. • New York: 45 Rockefeller Plaza • Chicago: 1612 Bankers Bldg. • Philadelphia: Eastwick Ave. & Edgewood St.
Boston: 214 Harvard Ave. • Kansas City, Mo.: 612 W. 47th St. • Dallas: 313 Fidelity Union Life Bldg. • New Orleans: 644 Nat'l Bank of Commerce Bldg.

needed:

a super

magazine

THIS WEEK Magazine shares the power and prestige of these

THE BALTIMORE SUNDAY SUN
THE BIRMINGHAM NEWS
BOSTON SUNDAY HERALD
THE CHARLOTTE OBSERVER
CHICAGO DAILY NEWS
THE CINCINNATI ENQUIRER
CLEVELAND PLAIN DEALER
THE DALLAS MORNING NEWS
THE DENVER POST
DES MOINES SUNDAY REGISTER
THE DETROIT NEWS
THE HOUSTON POST
THE INDIANAPOLIS STAR
THE JACKSONVILLE FLORIDA TIMES-UNION
LOS ANGELES TIMES
THE MEMPHIS COMMERCIAL APPEAL
MIAMI DAILY NEWS
THE MILWAUKEE JOURNAL
MINNEAPOLIS SUNDAY TRIBUNE
THE NEW ORLEANS-TIMES-PICAYUNE STATES
NEW YORK HERALD TRIBUNE
NORFOLK VIRGINIAN-PILOT and PORTSMOUTH STAR
THE PHILADELPHIA SUNDAY BULLETIN
THE PHOENIX ARIZONA REPUBLIC
THE PITTSBURGH PRESS
PORTLAND OREGON SUNDAY JOURNAL
PROVIDENCE SUNDAY JOURNAL
RICHMOND TIMES-DISPATCH

The nation now musters 45 million families of *consumers* and puts their average income at $5,000 a year. *Fifty* million will be the likely count when the next census comes!

But there will never again be enough salesmen. The day of personal selling to the consumer is about over. Like hand weaving, *hand selling* is too slow, too costly. The selling job, if it is to be done, is increasingly *up to advertising* – and the job grows as the unbelievable output of our factories multiplies.

We might call this the "super" era. Supersonic planes. Super automated factories. Super highways. Super markets.

There is also need for a super magazine – able to count its circulation by the dozen millions.

It should saturate key markets where the most productive selling can be done. It should price its space low enough to let advertisers use it regularly – every week if such super salesmanship is needed.

It should be able to move goods by the trainloads, make sales that look important to every business, even those with the *billion* dollar balance sheet!

Now measure THIS WEEK Magazine by these standards. It *already* distributes more than a dozen million copies every week.

It penetrates deep into hundreds of important markets all over the country.

It offers color pages for about half the usual cost per thousand.

It is already probably the most powerful selling force in print. And, used regularly and to capacity probably the most powerful selling force, *period!*

This magazine can say right now: "Your advertising will be read by more people here than in any other publication."

Its rate of growth is such that its leadership *and* readership are likely to *keep* it far ahead.

If you are looking for a super magazine, take a long look at THIS WEEK Magazine.

37 great newspapers which distribute it.

ROCHESTER DEMOCRAT AND CHRONICLE
ST. LOUIS GLOBE-DEMOCRAT
THE SALT LAKE TRIBUNE
SAN ANTONIO EXPRESS AND SUNDAY NEWS
SAN FRANCISCO CHRONICLE
THE SPOKANE SPOKESMAN-REVIEW
THE SYRACUSE POST-STANDARD
THE WASHINGTON SUNDAY STAR
THE WICHITA SUNDAY EAGLE

38 Years a GM Dealer—

Cutting a cake in celebration of his 38 years as a General Motors dealer in Baltimore is A. D. Anderson. He opened Anderson Chevrolet, Inc., in 1919 and later acquired City Oldsmobile and Anderson Oldsmobile. In 1956, the Anderson organization sold 17,237 new and used cars.

Auto Personnel

Young Appointed by Mack In South American Operation

W. L. Young has been named regional director by Mack Trucks, Inc., to spearhead its program for expansion of sales and service facilities in South America.

Young will make his headquarters in Sao Paulo, Brazil, and will manage Mack operations in Brazil, Argentina, Uruguay, Paraguay, Chile, Bolivia and Peru. Young has lived in South America since 1930, acting as export representative for several American automotive concerns.

* * *

Wunderlich, 33-Year Veteran Of Chrysler Division, Retires

Frederick A. Wunderlich, a member of Chrysler division's presidential staff, has retired. He had been with the division since its first car was produced in 1924 and before that was with Maxwell-Chalmers, Chrysler's predecessor.

His first job with the division was foreman of the trim and body assembly operation. Other positions have included chief inspector, general superintendent, general works manager and general operating manager. He was named to the president's staff in 1956.

* * *

Dana Heads New Branch For Mack in Worth

Mack announces it has expanded its Fort Worth sub-branch to full branch status, and has named **Fieldon T. Dana** as manager.

Lewis E. Minkel, Mack's general sales manager, said Dana was formerly attached to Mack's Dallas headquarters, serving as sales representative for the Fort Worth area.

* * *

Amalie Appoints Two To New Sales Position

Appointment of two new sales representatives by the Amalie Division of L. Sonneborn Sons, Inc., has been announced by Chester H. Remmel, sales manager.

John W. Cameron will be refinery representative in the Northeast region covering the Connecticut River Valley and Eastern New York State areas. Named as refinery representative in the Midwest region, **James B. Malin,** will make Youngstown, O. his headquarters.

* * *

Ford Motor Picks Goyert To Head Product Planning

Chalmers L. Goyert has been named director of Ford Motor Co.'s product planning office. He joined the company in 1951 and was a member of the staff of the executive vice-president, car and truck divisions, before his latest promotion.

C. L. Goyert

The new office is a component of the product planning and styling staff. It will have functional control over all product planning activities, assist the operating divisions in the coordination of product matters and aid staff activities in the development of product plans.

* * *

Hertz Picks European

Guy A. Leriche, French auto rental executive, has been named a vice-president of Hertz System, Inc. He will direct the European division of the Hertz System.

* * *

Dods, Main Promoted In Purolator Sales

Purolator Products Inc., announces the appointments of **John C. Dods jr.,** and **Edgar S. Main** as assistant sales managers of its National Accounts division.

Dods, who will operate out of Kansas City, will handle Purolator's oil company marketing activities in the Western United States. Main, operating out of Elm Grove, Wis., will occupy a similar position for the Eastern United States.

* * *

Edsel Names Marshall

Richard E. Krafve, general manager of the Edsel division, announced the appointment of **Gordon Marshall** as manager of the division's organization and systems department.

* * *

MPR Names Clouser

William J. Clouser, of Philadelphia, has been named sales representative for Machine Rebuilder division of Muskegon Piston Ring Co.

* * *

Gar Wood Names Miller To Head Body-Hoist Sales

Ross Miller has been named sales manager for Gar Wood—St. Paul dump truck bodies and hoists.

Ross Miller

Miller joined Gar Wood Industries in 1920 and has served as national service manager, regional manager, Pacific Coast general manager and sales manager for Gar Wood Industries' Mattoon, Ill., plant.

* * *

Amalie Names Waxman

Alfred Waxman has been named a field representative for the northeast region by Amalie division of L. Sonneborn Sons, Inc. His headquarters will be in Buffalo. Amalie processes and markets motor oils, lubricants and greases.

* * *

Clark Appoints Cook

Harry M. Cook has been named manager of industry sales of Clark Controller Co., Cleveland, manufacturer of electric control components and systems. He replaces **W. R. Heckman,** who has been named assistant manager of operations.

* * *

AC Appoints Stack In Milwaukee Sales

Appointment of **J. W. Stack** as director of sales and contracts for the Milwaukee plants of AC Spark Plug has been announced.

J. W. Stack

Stack has been advertising manager at AC's Flint plants since 1955. He succeeds Howard W. Brandt, who is leaving AC to go into business.

With General Motors since 1945, Stack began as Boston district manager for Oldsmobile. He became Oldsmobile zone manager at San Francisco in 1954.

* * *

Redack Named Rep

Al V. Redack & Co., Los Angeles, has been appointed manufacturer's representative for Buxbaum Co., Canton, O

* * *

Sawyer Opens Office As Sales Agent to Industry

Art Sawyer has announced the opening of Art Sawyer & Associates in Detroit as sales agents of materials to the automotive industry.

Products to be sold and serviced include upholstery and carpet fab-

(Continued on Page 23, Col. 1)

bright idea

For enduring beauty that sells in a new car and re-sells in a used car . . . design it, improve it and protect it with McLOUTH STAINLESS STEEL.

specify

McLOUTH STAINLESS STEEL

HIGH QUALITY SHEET AND STRIP

for automobiles

McLOUTH STEEL CORPORATION DETROIT, MICHIGAN

MANUFACTURERS OF STAINLESS AND CARBON STEELS

Auto Personnel

(Continued from Page 22)

rics, vinyl assemblies and upholstery trimmings and windlace. Sawyer came to Art Sawyer & Associates after nearly 17 years with United States Rubber Co. where he had been general sales manager of manufacturers' products in the footwear and general products division.

* * *

American Steel & Wire Promotes Walsh, Nelson

Two promotions have been announced by American Steel & Wire division of United States Steel Corp.

Edmond J. Walsh has been appointed manager of manufacturers products sales and **Raymond F. Nelson** has been named his assistant. Walsh started with American in 1928 and Nelson has been with the firm since 1933.

* * *

AMC of Canada Picks Fenn To Direct Sales in East

L. E. Fenn has been appointed Eastern zone manager by American Motors Sales of Canada, Ltd.

Formerly Hudson sales manager, Fenn will direct Nash and Hudson sales activities in Eastern Canada.

* * *

Chain Belt Announces Sales Organization

Chain Belt Co. has named three regional sales managers, J. B. Roberts, eastern, East Orange, N. J.; William Sivyer, midwest-southern, Milwaukee, and H. F. Bergis, northwestern, Portland, Ore.

Chain also appointed six district sales managers. They are J. S. Moore, New York; Harold M. Weil, Philadelphia; D. P. Murrill, Atlanta; W. E. Church, Portland, Ore.; F. R. Taylor, Charlotte, N. C., and C. D. Bergen, East Orange, N. J.

* * *

Firestone Promotes Four In Home-Auto Division

Four promotions in Firestone Tire & Rubber Co.'s home and auto supply division have been announced.

G. F. Coyle was named merchandising manager of major appliances, radio and television; **B. E. Hogan** was named group merchandise manager of all automotive departments; **J. R. Small** became television and radio sales manager, and **L. L. Zarrilli** was appointed major appliance sales manager.

* * *

Skinner Appoints Kennedy Assistant General Manager

M. J. Kennedy has been appointed assistant general manager of the Skinner division of Bendix Aviation Corp. Kennedy joined the management staff of Skinner last year.

He formerly was managing director of Renfrew Electric and Refrigerator Co. Ltd., a Canadian electrical and aircraft component manufacturer. From 1948 to 1954, he was general manager of the company.

* * *

RTC Appoints Clowes Western Regional Manager

G. K. Clowes has been named western regional manager for Registered-Tested Cars, Inc.

Clowes' responsibilities include the direction of district offices in 16 western states—Arizona, California, Colorado, Idaho, Kansas, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, Oregon, South Dakota, Utah, Washington and Wyoming. Clowes formerly was the district manager of northern California.

* * *

Signal-Stat Names Cogan Assistant Sales Manager

Tom Cogan has been appointed assistant sales manager of Signal-Stat Corp., Brooklyn, N. Y., manufacturer of automotive lighting equipment.

Prior to his affiliation with Signal-Stat, Cogan served as district manager for National Motor Bearings and before that, as a manufacturer's agent with S. S. Rosenthal Co., Brooklyn.

* * *

Walbro Names Hurry

Neil M. Hurry has been named sales manager of Walbro Corp., Cass City, Mich.

* * *

Crist in New Post

Frederic E. Crist, formerly assistant to the president and secretary of Sun Chemical Corp., New York, has been appointed director of industrial relations for Associated Spring Corp.

* * *

Abram, Mallory Appointed By Columbus Coated Fabrics

Appointment of **Duane G. Abram** as director of advertising and sales promotion, and advancement of **Robert E. Mallory** to sales promotion manager has been announced by Columbus Coated Fabrics Corp.

Abram formerly was an account executive with Kight Advertising, Inc., Columbus, O. Mallory joined Columbus Coated Fabrics in 1952, as assistant to the director of advertising and sales promotion.

* * *

Yale & Towne Appoints Reynolds to Hoist Post

Yale & Towne Mfg. Co. has announced the appointment of **Roger R. Reynolds** as sales manager for the hoisting equipment for the Yale materials handling division. The company has also opened a second district office in New Orleans.

In another appointment, **William H. McManus** has been named New England hoist district sales manager. He replaces **Roger R. Reynolds** who has been transferred to the Texas, Oklahoma, Louisiana territory.

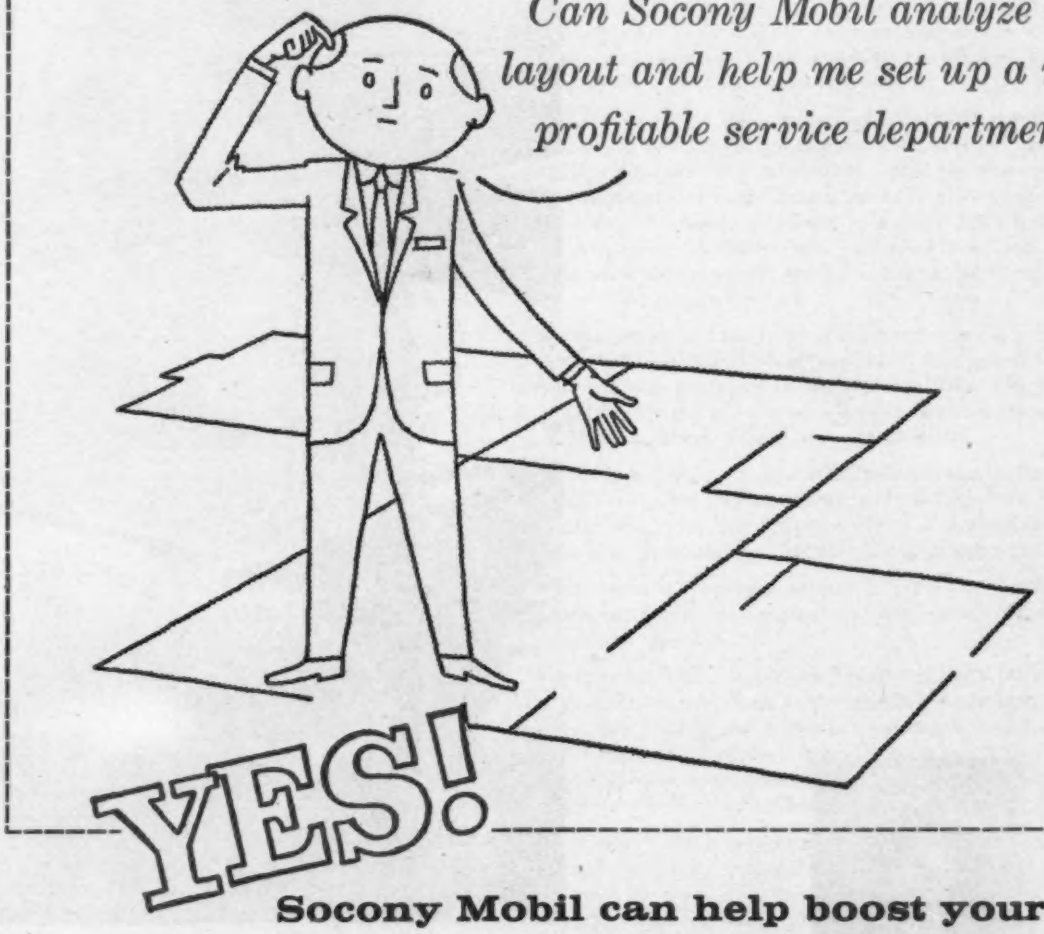
* * *

NHUC Appoints Dunkle

Appointment of **Glen B. Dunkle** as a regional representative of the National Highway Users Conference has been announced by Arthur C. Butler, NHUC Director. He will work with State Conference groups in Kentucky, Louisiana, Mississippi and Tennessee.

School for Isetta Dealers—

Gerhard Pilz and Peter Loch, service chiefs from Bavarian Motor Works in Germany, are shown conducting a training school in New York for BMW Isetta "300" dealers. The school was set up by Fadex Commercial Corp., exclusive American distributors for Isetta.



Socony Mobil can help boost your service absorption in many important ways!

How much of your overhead does your service department pay for? Socony Mobil can help you increase that amount. Here's how:

We can advise you how to set up and operate an efficient lubrication department. Sometimes a simple change can speed up job turnover . . . increase volume.

We're ready to give you the benefit of years of merchandising experience . . . suggest sales tips . . . give you vital retailing information that can change labor and parts sales figures from red to black.

And, of course, there's our lubrication training program. We'll instruct your men on the most up-to-date equipment . . . show them proper lubrication techniques on the make of car you sell.

Here's why it's good business to do business with Socony Mobil

- You get America's top sellers . . . Mobilgas, Mobiloil, Mobiloil Special!
- You get the help of experienced men to help you boost service absorption.
- You get expert on-the-job training for your personnel.
- You get the benefit of the greatest merchandising and lubrication knowledge in the oil business.

Mobil means business . . . more business for you!

Leader in lubrication for 91 years

SOCONY MOBIL OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

No. 25 OF A SERIES

FORD FAMILY OF FINE CARS

CLEARINGHOUSE

A weekly roundup of news and views for our dealers—and one more reason why it's great for you to be a dealer in the Ford Family of Fine Cars

Above right (l. to r.), Brown A. Fortier, Lafayette, Louisiana; John Mefford, Springfield, Ohio; Dan Rohyans, Columbus, Ohio, lead an enlightening dealer panel discussion. Acting as moderator (at the far left), is Dean John Heflin, Manager, Ford Merchandising School.

Lower left, Roger Cleary and dealer George Buck, St. Paul, Minnesota, get together for an exchange of ideas and experiences.

Lower right, dealer graduate, Lester E. Morgan, Lawrence, Kansas, receives his Seminar Diploma from Dean Heflin at a graduation luncheon at the Dearborn Inn.

FORD MERCHANDISING SCHOOL

Dealer Seminars

...pooling profit-making knowledge and experience

This is the third in a series of Clearinghouse articles covering the activities and services of the Ford Merchandising School . . . celebrating its 10th Anniversary this year.

Today, as an automobile dealer, you actually manage several businesses at once: new car and truck sales, used car and truck sales, service, parts and accessories—plus the financial control and management of each. You must have a working knowledge of fleet sales, leasing, financing, economic trends, marketing, sales promotion, customer and employee relations. All must be combined into a single, smooth-running, profit-making operation . . . *your dealership.*

Because intimate knowledge is required to manage all of these departments successfully and profitably, you asked us to help with a training program. In response to these requests—from both old-timers and newcomers—Dealer Seminar sessions of the Ford Merchandising School were established.

These Seminars provide a stimulating meeting-place for the exchange of money-making ideas, experiences, new techniques and methods . . . to discuss every phase of dealership operation . . . to hear presentations from Division management.

Right from the opening minutes, individual participation is encouraged. Questions—comments—and panel discussions are the order of the day.

For the established dealer, the Seminar is an excellent refresher that provides a new look at present-day dealership operation. For the new dealer, the Seminar is especially helpful. Meeting with 40 or 50 Ford dealers from all sections of the country—and with Division management—he has a gold-mine of knowledge and experience from which to draw—and put to use back home.

The Dealer Seminars have proven to be outstandingly successful—enthusiastically endorsed by dealer graduates as a sound investment in more effective management. A center of opportunity that leads to more profitable dealership operation.

Another reason why it's great to be a dealer in the Ford Family of Fine Cars

FORD MOTOR COMPANY

THE AMERICAN ROAD, DEARBORN, MICHIGAN

The Ford Family of Fine Cars

FORD • THUNDERBIRD • MERCURY • LINCOLN • CONTINENTAL
FORD TRUCKS • TRACTORS • FARM IMPLEMENTS
INDUSTRIAL ENGINES
AND COMING SOON, THE NEW EDSEL

Sales Conditions in Various Areas . . .

Auto Market Reports

Manhattan, Kans.

The first two weeks of March witnessed an upturn in new-car sales in Riley County (Manhattan), Kans., compared to sales in the last two weeks of February.

Registrations in the March period tallied 50 units, against 23 in the final two weeks the previous month.

Used-car sales also were firmer, the score standing at 179 to 141.

Sales of new trucks were extremely slow. There were no registrations in the February period, and only two in the first two weeks of March.

Used truck sales held about steady. The score was 15 to 14.—(George M. Hunholz.)

* * *

Joliet, Ill.

While it probably is true that a lot of buyers from here go to Chicago to buy, it is equally true that Chicago shoppers include Joliet in their itinerary.

Dealers could be listed as medium pessimistic about current sales, with drops reported as compared with last year.

Used cars are reported showing a slight upsurge and both new and used-car stocks are considered but slightly above normal.—(L. H. Houck.)

* * *

Milwaukee

Although new-car registrations in Milwaukee in February dropped 10 percent from the January level, the count of 3,271 represented the best February total in history.

January's total of 3,634 was also a monthly record.

In February, Ford moved out in front for the first month since December, 1955. Ford scored 804 registrations, compared with 638 for Chevrolet.

Other February registrations were: Buick, 337; Oldsmobile, 322; Plymouth, 282; Pontiac, 162; Dodge, 141; Mercury, 123; Rambler, 88; Cadillac, 79; Chrysler, 70; DeSoto, 56; Studebaker, 37; Lincoln, 27; Nash, 18; Imperial, 16; Hudson, 10; Packard, 9; Willys, 5, and miscellaneous, 37.—(John E. Hubel.)

* * *

Cincinnati

Record sales were noted by Hamilton County (Cincinnati) dealers in the week ended March 21.

The 2,198 units registered during the week, represented the highest total for the year to date and the best since the week of March 29, 1956.

During the week, 906 new cars and 70 new trucks were registered, compared with 788 new cars and 51 new trucks in the week ended March 14.

A total of 1,164 used cars and 58 used trucks changed hands, compared with 1,071 used cars and 96 used trucks in the previous week.

Repossessions for the week increased to 63, or six more than the previous week.—(Frank Kappel.)

* * *

Pittsburgh

New-car registrations in the Pittsburgh area during the week ended March 23, "declined decidedly" from the preceding week, according to the Bureau of Business Research of the University of Pittsburgh.

The bureau's seasonally adjusted index of general business activity stood at 112.3 percent of the 1947-49 average. It had been 113.6 percent a month earlier.

Steel mills reduced operations to 95.5 percent of practical capacity during the week—the lowest figure reported in 1957.—(Leon M. Leffingwell.)

* * *

Jacksonville, Ill.

New cars are reported stable and demand normal but volume off a little as compared with this period last year in the west-central Illinois city of Jacksonville.

Used cars are perking up with a good turnover in late models. Repossessions are non-existent on normal deals, open accounts are being paid promptly and most dealers are looking forward to a profitable year with a small drop in the number of units sold.

This is a grain-farming area and livestock feeding is an important industry. Stock raisers, feeders and farmers are optimistic and have been making some profit.—(L. H. Houck.)

* * *

Baltimore

A total of 2,229 new cars were registered during February in Baltimore, virtually the same as the 2,219 counted in the previous month.

New-truck sales were down considerably, from 302 to 190.

Although Ford narrowed the gap in February, Chevrolet was still the leading seller. The month's score was 487 to 473, with Chevrolet leading.

Other registrations were: Plymouth, 337; Oldsmobile, 148; Buick, 147; Pontiac, 144; Dodge, 113; Chrysler, 105; Mercury, 90; DeSoto, 49; Cadillac, 48; Nash, 20; Lincoln, 18; Studebaker, 16; Continental, 1; Hudson, 1, and miscellaneous, 28.

Truck registrations were: Chevrolet, 61; Ford, 40; International, 22; GMC, 21; White, 13; Dodge, 10; Mack, 7; Studebaker, 2; Willys, 2; Brockway, 1, and miscellaneous, 11. —(Kate Savage.)

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Cleveland

A slight upturn in new-car sales was recorded for the week ending March 23, in the Cleveland area as sales went to 1,869, about 300 over the previous week and slightly over the previous year's figure.

In used-car sales, total of 1,969 was the high for any week this year, and was well over the previous week and the corresponding figure of a year ago.

In truck sales, new units sold were 99; used 51.

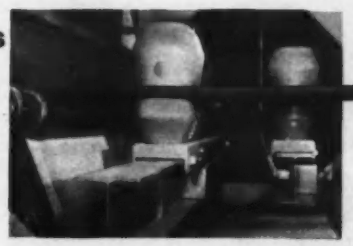
Dealers indicate the spring-like weather was responsible for increased sales.—(Sanford Markey.)

DUNLOP APPLIES ATOMIC ENERGY TO BRING YOU...

A QUALITY TIRE EVERY .001 INCH OF THE WAY

DUNLOP'S AccuRay® PROCESS

Electrons, emitted from an Atomic Isotope, scan sheets of coated tire cord, controlling uniform application of select insulating rubber within precise tolerances of ± .001 inch.



SAFER, TOUGHER, BETTER BALANCED—that's today's Dunlop tire, revolutionized by Atomic Energy. AccuRay, an industrial nucleonic process, introduces a miracle method of obtaining uniform application of rubber to cord plies.

Too much rubber coating results in excess friction and heat build-up. Too little permits critical ply separation and shearing action between plies. AccuRay, an advanced atomic powered machine, assures an exact amount of protective rubber uniformly applied to each and every ply cord.

As a result—Dunlop tires are stronger, safer, better balanced—offering extra mileage and positive protection against premature tire failure.

Combined with Tension-Free Construction, Max-Grip Tread, Infra-Red "tempering" of Nylon and other technical advances...Dunlop offers today's true king-size value in tires.

Your customers will go farther...SAFER...on tires by

DUNLOP *They're* AccuRated

DUNLOP TIRE & RUBBER CORPORATION, BUFFALO 5, N.Y.

New York OK's Bill Controlling Installment Sales

ALBANY.—All installment sales in the state will come under regution as a result of legislation passed by the New York Legislature with Gov. Averell Harriman's support.

One of the points in the bill would make all automobile installment sales subject to regulations imposed last year instead of only those costing under $3,000.

It would increase from two to three years the duration of loans for automobile financing or other personal needs that banks, trust companies and industrial banks may make.

Under the bill no seller may impose a service charge of more than $10 per each $100 of sale price per year on a single transaction costing $500 or less. Above $500, the limit would be $8 per $100 per year.

Last year's regulations applied only to motor vehicles.

Friendly Foes

Ford, Chevy Dealers Conduct Sales Contest

LAWRENCE, Kans.—Two competing dealers here—Morgan-Mack Ford and Winter Chevrolet—are participating in a sales contest against each other.

Both firms have published the following ad in the Lawrence *Daily Journal-World*, "'57 Ford vs. '57 Chevrolet; sales contest; drive and compare; visit both showrooms; look over the cars; test drive them; compare our exclusive features; make your decision; either way, you're sure to win; people are talking, people are comparing; people are buying."

One dealer said the aim of the contest is to get local residents to see the makes of cars, test them, then check financial arrangements with the dealers.

He added that a prospective buyer will then know the true car-buying picture and not be carried away by an out-of-town gimmick.

Wondering how new-car and truck production and sales are making out? AUTOMOTIVE NEWS gives you the entire story, plus many other pertinent facts concerning the automotive industry, every week throughout the year.

Year after year since 1946, LOOK has grown bigger than the year before in both circulation *and* advertising revenue. No other major magazine can match LOOK's record of continuous growth.

LOOK firmly believes that success is a journey—not a destination. Now, another chapter in the LOOK success story—

The first quarter of 1957 was again the

BIGGEST 1ST QUARTER IN LOOK HISTORY

Biggest in circulation.

Biggest in advertising revenue.

LOOK's unique capacity for growth stems from its vital editorial character—its interest in people . . . its closeness to people . . . its response from people. LOOK likes people and people like LOOK.

LOOK

CIRCULATION NOW OVER 5,000,000

How They're Pushing Sales . . .

Dealer Ad Ideas

Community Date Pad

POWELL RIVER MOTORS, Ltd., Westview, B. C., operates an unusual community service in its newspaper advertising.

A two-column ad, six inches long, is used regularly, with the space headlined, "Powell River Motors Date Pad."

The ad lists dates and condensed details of community functions. No advertising is included other than a message, "See our used-car lot. It's chuck-full of bargains."

• • •

Gem of an Idea

IN A whimsical newspaper ad last week, Breaux Ballard Buick Co., Louisville, reflected on the fact that a New York jeweler had "peeled off some 8,400,000 leaves of American lettuce and some odd change" for a 426-carat diamond.

Breaux Ballard continued: "For $8,400,000 right now, you can buy 2,620 brand new Buicks from Breaux Ballard Buick Co.

"Just one new Buick is a worthwhile investment and an indication of your good taste, but with 2,620 new Buicks, why you'd be the envy of everyone on your street."

• • •

Groceries and Automobiles

A DEALER sold 10 new Dodges and a grocery chain got a first-class sales-building idea in a joint effort in Providence.

Participating were New England Motors (Dodge-Plymouth) and A&P Food Stores, Sol Susman, dealership president, sold the chain 10 cars for a giveaway promotion and the organizations coordinated their advertising, each mentioning the other in all announcements.

There was no contest and nothing to buy. Contestants could enter their names by mail. As part of the campaign, Susman furnished cars for 10 store managers who followed a police motorcycle escort and a sound truck through Providence and its suburbs to advertise the program.

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'Webster Is Car Town'

"WEBSTER is car town," declared five suburban dealers in an advertisement in a Rochester (N. Y.) newspaper.

The copy continued, "Webster is easy to reach. No matter what car you have in mind, you'll find that Webster is the right place to go for a deal you'll go for."

Participating dealerships were Corey Motors, Klem Chevrolet, Pitts Buick, Pitts Pontiac and Ridley Ford.

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156 Used-Car Ads

A NEW series of 156 classified ads has been prepared for used-car dealer merchandising by H. K. Simon Advertising Agency, 48 Fifth Ave., Pelham, N. Y.

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Post Time at Humason

"THEY'RE at the post in Humason Motors' first annual claiming race," said Humason Motor Co. (Packard), Warren, O., in a used-car promotion.

The entires were described in race track parlance. A few of them: "Chevrolet, out of General Motors. Two-year old; green, but not with envy." "Lincoln Continental, out of the past. A real thoroughbred not even thinking of the pasture." "Buick, out of Detroit. Six-year-old, one owner and trainer."

Humason frowned on touts or bookies. "No phone calls. All bets to be placed at the track," the ad declared.

• • •

Bonus on Balloons

Two of the 50 bonus balloons sent skyward by Jake Sweeney & Co. (Mercury), Cincinnati, were reported found the same day by a West Virginia man.

The balloons, containing business cards inscribed "$100 reward! See Me!" were released as a sales stunt.

Wes Symmonds, sales manager, received a postcard from Ford Dean, Quinwood, W. Va., roughly 225 miles east of Cincinnati. The card said in part:

"I found your balloons • • • at my mine (presumably a coal mine) on Wednesday. Surprised to find them this far."

Dean did not express an intention to come to Cincinnati and claim his bonuses, Symmonds noted. Meanwhile, he added, it is anyone's guess what happened to the 48 other balloons.

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Please, Fill Our Lot

A PICTURE is worth a thousand words, according to an old Chinese saying and R. L. Rice Oldsmobile Co., Boise, Id. agrees.

In a recent newspaper ad, the firm printed a large picture of their used-car lot—without a car on it. It was bleak and naked. The theme of the ad was: "We're out of used cars, we need some!" The approach resulted in some quick new-car sales, a firm spokesman said.

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11 Seconds

CLARK & WHITE (Lincoln-Mercury) is giving Boston residents a readability test.

Its ad says: "Eleven seconds. Purdue University experts say you must read 550 words a minute to qualify as a good reader. At that rate, you will read the 104 words of copy in this ad in 11 seconds.

"But whatever number of seconds it takes, it will be time well spent if you are in the market for a newer car . . . " The ad then listed used-car specials.

• • •

Wild Terms Cost More

"YOU can bet that wild terms cost you more," Fuller-White Chevrolet, Tulsa, Okla., has observed in a newspaper advertisement.

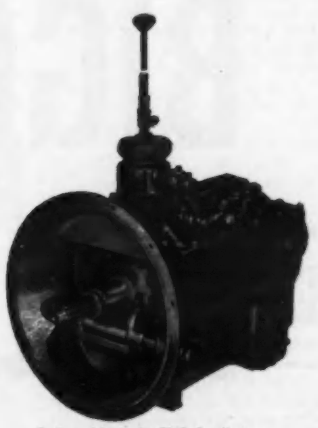
The illustration showed two youngsters in skin divers' attire, one ready to dive in and tackle a mean-looking shark. "Let's be sensible," advised the older, more mature diver, "like a Fuller-White deal."

"Fuller-White," the ad copy read, "offers no tall tales or ridiculous promises. Just a low net difference . . . and service by the boatload."

The back pages of every issue of AUTOMOTIVE NEWS contain the WANT AD Section. Others are profiting from AUTOMOTIVE NEWS WANT ADS! Are You?

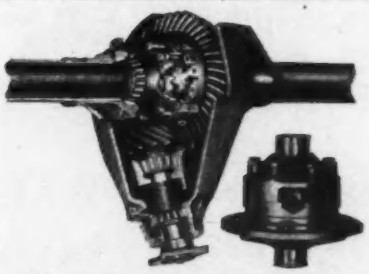
AUTO TURNTABLES
•
Manufactured by
•
Macton Machinery Co.
DYKE LANE
Stamford 2, Conn.

How many of these
NEW SPICER
can you use?



Spicer Air-Assist Shift for Spicer Synchronized Transmissions

Spicer Heavy-Duty Clutch



Spicer POWR-LOK Differential Unit and Spicer Axle with POWR-LOK Differential

Spicer Universal Joint Seal

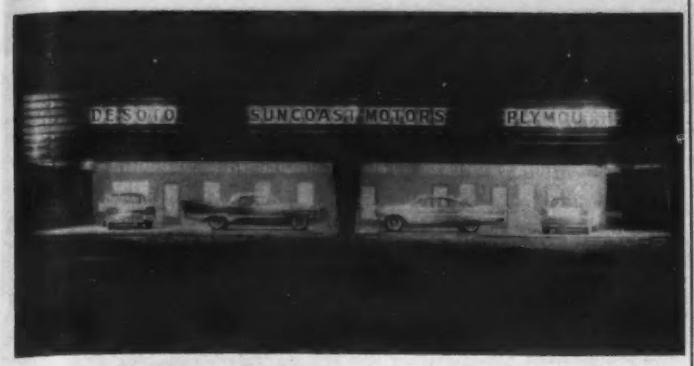
THESE are new and recently-announced Spicer units . . . each one evidence of the ingenuity of Dana engineers in meeting today's fast-changing needs in power transmission!

Creative ability, and the talent for putting *action* into thoughts and plans, come naturally to the Dana engineering staff.

Since 1904, they have worked hand in hand with the manufacturers of every type of automotive vehicle . . . employing every type of power . . . and using every power transmission principle.

The complete line of Spicer products . . . produced by skilled personnel in 10 great and modern Dana plants . . . can serve you fully, completely, dependably!

DANA CORPORATION, Toledo 1, Ohio



Suncoast Spotlights Its Wares—

This brilliantly lighted showroom is the new home of Suncoast Motors (DeSoto Plymouth), Clearwater, Fla. Tom Batey and George Stevens, owners of the company, staged an open house to show off their new quarters. Guests received door prizes and were interviewed on Suncoast Serenade, radio show sponsored by the dealership.

Across the Nation . . .

Auto Dealer Changes

Bowyer Motor Sales Co., 126 E. Bryan St., Savannah, Ga., formerly a Packard dealership, has been appointed dealer for Willys Motors. **T. E. Ogletree**, one of the oldest and most experienced men in Savannah automotive circles, is general manager.

• • •

Crouse Sells to Kiewel

Grafton Motors, Inc. (Ford), Grafton, N. D., has been sold by L. D. Crouse to Dewey Kiewel, formerly of Crookston and Anoka, Minn. Oliver Gregory, former sales manager for the Saul Motor Co., Crookston, will manage the firm.

• • •

Pontiac to Kamp

Fred's Motor Co. is a new Pontiac dealership at Three Forks, Mont. **Fred Kamp** is owner of the firm.

• • •

Lohmann Adds Cadillac

Lohmann Chevrolet Co. (Oldsmobile-Chevrolet), in Ortonville, Minn., has added a Cadillac franchise. **Stanford D. Lohmann**, president, said the building of the former Cadillac dealer will be used as a showroom and the old Lohmann building will be a service center.

• • •

Houston Plymouth Dealer

Davis, Plymouth, Inc., Houston, Tex., a new dealership, has opened at 11138 Post Oak road.

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Mercury in Reedsburg

A Mercury franchise has been granted to Schultz Auto Sales at Reedsburg, Wis.

• • •

Schneider Takes Over

Nick Schneider has purchased the garage in Belfield, N. D., operated by **Hugh McGarvey** since 1928. The firm will be known as Schneider Chevrolet, Inc. Schneider has been associated with the company since 1930.

• • •

Grant Sells to Brown

Clyde S. Brown has purchased the Staples Motor Co. (Dodge-Plymouth) at Staples, Minn., from **L. W. Grant**. Under the new ownership the firm will be known as Jack's Motor Service. Associated with Brown will be his son, **Jack** and his son-in-law, **John Gustafson**, who will manage the parts department. The new owners formerly were in the automobile business in Brainerd, Minn.

• • •

Grier Opens Branch

Grier Motor Co. (Chevrolet-Oldsmobile-Cadillac), of Vermillion, S. D., has opened a branch agency in Wakonda, S. D. **Gilbert Morey** will manager the branch.

• • •

Adds Pontiac Deal

Harry Carlson, former Dodge-Plymouth dealer in Little Falls, Minn., has taken over the Pontiac franchise previously held by Litchy Motors, Little Falls. Carlson will operate in the showrooms of the Schaffer Motors building.

• • •

DeSoto Appoints Two

Jim's DeSoto Sales at Watertown, Wis., and Hubbard Motor Co. at Watertown, S. D., have been appointed DeSoto dealers.

• • •

Handling Volvo

Central Auto Exchange, Albuquerque, has been named dealer for the Volvo.

• • •

Yax Moves

Yax Pontiac - Cadillac, Lincoln, Neb., has moved to new quarters at Twelfth and Q Sts. Coowners are **A. F. Yax** and **John Flaherty**.

• • •

Talley Volkswagen

Clarence Talley Volkswagen Agency has opened in Dallas. The building consists of 16,000-square feet.

• • •

Takes on Nash

Service Tire and Repair Co., Railroad Ave. and Fannin St., Beaumont, Tex., has been appointed a Nash-Rambler dealer. **T. E. DeCordova** is owner and **J. F. Hoerkin** general manager.

• • •

Baker Adds Packard

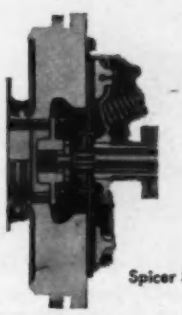
Baker Brothers Motors (Studebaker), at Redwood Falls, Minn., has taken on the Packard franchise. The firm is operated by **C. C. Baker** and **D. A. Baker**.

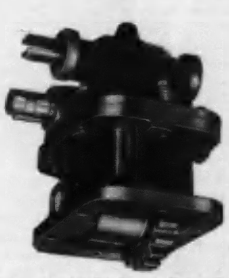
• • •

Swope Plymouth Opens

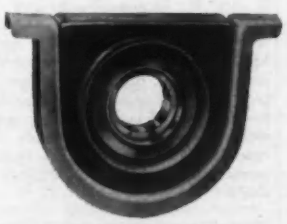
Swope Motor Co., Inc. (Plymouth), has opened in the Louisville area. President of the company is **S. G. Swope**, a dealer in Elizabethtown, Ky. General manager is **G. A. McDowell**, who was Swope's sales manager in Elizabethtown.

PRODUCTS

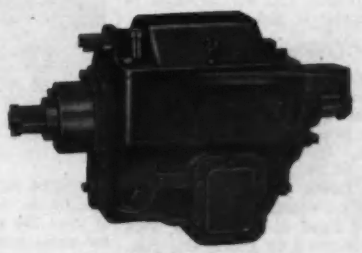

Spicer Split-Torque Clutch

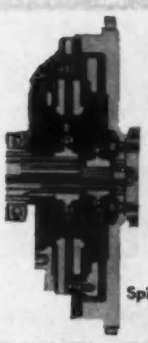

Spicer Model FA Power Take-Off

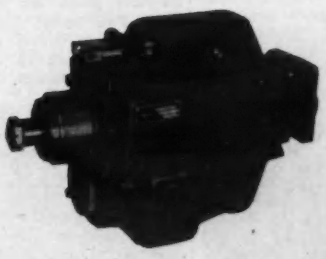
Spicer Telescoping Propeller Shaft Assembly


Spicer Center Bearing Mounting for Propeller Shafts

Spicer 1480 Series Universal Joint


Spicer Dual-Purpose 4-Speed Auxiliary Transmission


Spicer Two-Stage Tractor Clutch


Spicer 7231 3-Speed Auxiliary Transmission

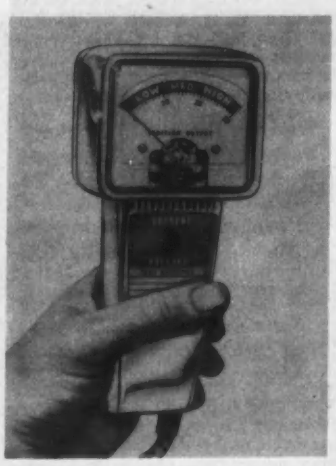
DANA
Spicer

SPICER PRODUCTS: Transmissions • Universal Joints • Propeller Shafts • Axles • Powr-Lok Differentials • Torque Converters • Gear Boxes • Power Take-Offs • Power Take-Off Joints • Rail Car Drives • Railway Generator Drives • Stampings • Spicer and Auburn Clutches • Parish Frames • Spicer Frames

USED CAR DEALERS

We can supply you with
CHEVROLETS
FORDS
1955 - MODELS - 1956
other makes too
lowest wholesale prices
all cars clean
As Near As Your Telephone
EMKAY, INC.
6850 Cottage Grove Avenue
Chicago 37, Illinois
Phone: MUseum 4-4969
Ask for Ben Geller

NEW PRODUCTS



IGNITION TESTER—Kal-Equip Co., Box 567, Kalamazoo, Mich., has announced the Kal-Spark, an ignition output tester that is said to make tests without the mechanic having to observe specifications and critical engine speeds. Unit has only one control—a thumb switch that selects operation for high tension voltage test, or milliamp test. With the engine running, Kal-Spark makes accurate tests of coil, condenser, reversed polarity, secondary circuit connections, radio suppressors, resistance in ignition primary circuit and spark plug wire leakage or breakdown, it is claimed.

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BEAD BREAKERS — The tightest beads can be broken faster, easier and more safely with the patented action of the improved Bishman bead breakers according to the manufacturer, Bishman Mfg. Co., Route 2, Osseo, Minn. The bead breaker starts applying pressure at one point in such a way as to start the bead rolling out of the bead seat. As the bead rolls the pressure is extended in both directions up to one-third the way around the rim. One stroke releases the tension that holds the beads in place so that they can easily be pushed off the rest of the way by hand, it is claimed. This patented action is incorporated in both the upper and lower bead breakers on Bishman electric and hand-operated tire changers and its floor model bead breaker.

* * *

BATTERY—A wide variety of Plastic Container non-spill storage batteries has been announced by Willard Storage Battery Division, 246-286 E. 131st St., Cleveland 1, O. The containers are made of transparent polystyrene, immune to the corrosive effect of electrolyte. They are lighter than glass and stronger than rubber. Special Fibrite insulation is said to retard plate shedding so that no sediment space is needed. Fibrite also absorbs 90 percent of the electrolyte, thus keeping the electrolyte in constant contact with the plates, and rendering the battery spillproof, it is claimed. They are considerably smaller than automotive types, ranging in weight from one to 16 pounds.

* * *

Lumi-Care Aluminum Polish Marketed by Northbrook

Lumi-Care, a polish made specifically to care for aluminum, has been marketed by Northbrook Products, Inc., Northbrook, Ill.

In addition to being an effective aluminum cleaner, Lumi Care restores the shine, preserves the finish and prevents rust, pitting, oxidizing, corrosion and discoloration, it is claimed. It is available in six-ounce tubes, pints, gallons and five-gallon pails.

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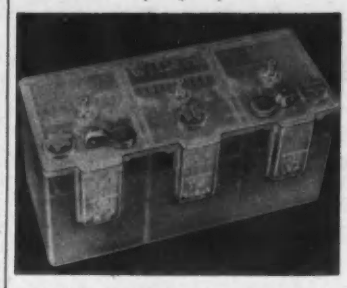
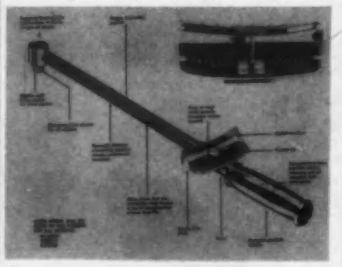


PLASTIC BATTERIES—A variety of plastic container non-spill storage batteries has been announced by Willard Storage Battery Division, 246-286 E. 131st St., Cleveland 1, O. The containers are made of transparent polystryene, immune to the corrosive effect of electrolyte. They are lighter than glass and stronger than rubber, it is claimed. Special fibrite insulation so effectively retards plate shedding that no sediment space is needed, it is claimed. Keeping the electrolyte in constant contact with the plates, and rendering the battery spill-proof. The batteries are considerably smaller than automotive types, ranging in weight from one to 16 pounds.

* * *



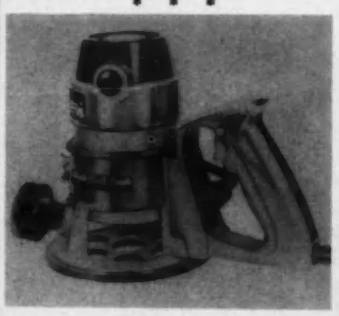
TORQUE WRENCH—The R-50 Micro Torque Wrench is especially calibrated for torque adjustment of automotive wheel bearings. Low torque readings, necessary to avoid preloading, are provided by a clearly marked dial plate showing five-foot pounds torque for taper roller type and seven-foot pounds torque for ball-type car wheel bearings. The R-50 is also recommended for use in other low calibration applications, such as transport vehicle wheel bearings, spark plugs, fuel injectors, oil filters, and automatic transmissions. Micro-Nut Co., 937 S. Santa Fe Ave., Los Angeles 21, Calif.

* * *

Glass Cutter

The Rap's class slicing tool, consisting of a specially designed spring base with a slotted guide board, has been marketed by Randolph-Page, Inc., 175 Fifth Ave., New York 10, N. Y. When the cutter is run down the slot the glass slices itself or separates at a slight bend at the base, it is claimed. The board is designed to guide the cutter along a straight line while the base holds the glass at the needed pressure points, it is said.

* * *



ROUTER—The model 150 Router, introduced by Porter-Cable Machine Co., 106 Exchange St., Syracuse 8, N. Y., features trigger-switch power control, featherweight ease of operation and a power unit designed to be interchangeable with a planing attachment and shaper table. The 8 amp, 1-¼ horsepower motor spins at 22,000 r.p.m., virtually eliminating burring and chipping even on plastic laminated surfaces, according to the manufacturer. Precision ball bearings are permanently sealed, requiring no lubrication. Standard equipment with the Porter-Cable 150 Router includes wrenches, straight edge guide and operating manual.

AIR FRESHENER—No. 500 Ozium is said to be a glycolized air spray that removes smoke, destroys odors, reduces airborne bacteria, and beneficially treats the air indoors where people congregate. It is said to be a formula of well balanced propylene and triethylene glycols and other chemicals that is sprayed in mist-like form. Ozium is marketed in a personal-size container featuring a patented meter valve that is said to assure 500 individual sprays. Woodlets, Inc., 2048 Niagara St., Buffalo 7, N. Y.

* * *

CARBURETOR AIR FILTER — Lee Filter Corp., 41 River Rd., North Arlington, N. J., is now marketing its Micralytic carburetor air filter which has been specifically designed for replacement on 1957 cars. It is made in a series of eight models for complete coverage. The Lee air filters' feature the exclusive "Micralytic" construction that is said to insure high dust capacity. High-velocity air passages are constantly maintained at all engine speeds. Bonded top and bottom gaskets prevent by-passing of dirty air, it is claimed.

* * *

TRAILER HITCH — Draw-Tite Co., Belleville, Mich., has introduced its 1957 line of Draw-Tite trailer hitches. Practically all car makes and models since 1946 are said to be covered by the line of custom-built hitches. A typical one-piece installation is shown above. The hitch attaches at three points to the car and requires 15 minutes to install, it is claimed. When installed, only the ball shows.

* * *

ROOF VISORS—Rainshade roof visors for two and four-door hardtops have been marketed by Graboski Industries, Inc., 4344 S. Western Ave., Chicago 9, Ill. Made of stainless steel to match car trim, the visor is said to stop leakage around the tops of the doors. Scientific design channels water off front and rear of visor away from windows while driving.

* * *

Power-Booster Fan Kit Introduced by Everhot

Everhot Products Co., Chicago, is offering an Everkool Power Booster Kit which is said to add 15 horsepower for driving needs which otherwise would be burned up by the radiator fan.

The kit consists of twin fans installed on opposite sides of the radiator near the bottom, two low-voltage motors and an automatic temperature control. Everhot said the device is controlled by temperature changes rather than revolutions per minute.

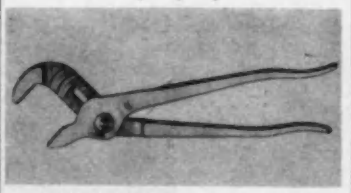
* * *

SEAT TRAY—A folding, adjustable car seat tray, designed for use in both the front and rear seats, has been introduced by CER Products, 2298 Lothrop Ave., Detroit 6, Mich. Available in four color patterns, the trays are said to be ideal for the coming travel, picnic and drive-in seasons. They also can be used as desks by salesmen.

* * *

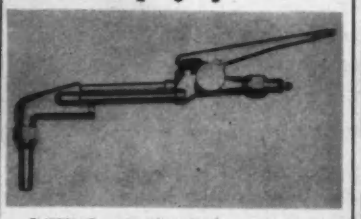
CAR MATS—These multi-color automobile mats are the Confetti Rubbermaid Kar-Rugs manufactured and distributed by Wooster Rubber Company, Wooster, O. The Confetti colors show a sprinkling of varied hues against solid backgrounds of blue, gray, black or tan and are designed to add to the sparkle and beauty of automobile interiors while offering protection for the floor carpeting. The mats are said to fit all makes of automobiles.

* * *



PLIERS—Adding to its line of pliers, Owatonna Tool Co., 314 N. Cedar St., Owatonna, Minn., now is offering three sizes of Rib-Joint pliers. Utilizing a tongue and groove locking mechanism, these pliers feature a wide range of jaw opening adjustments in a single plier, also a sure grip without danger of adjustment slippage, it is claimed. The OTC Rib-Joint pliers are available in three sizes: Five inches long, three jaw adjustments; 10 inches long standard, six adjustments; and 10 inches long heavy-duty, six adjustments.

* * *



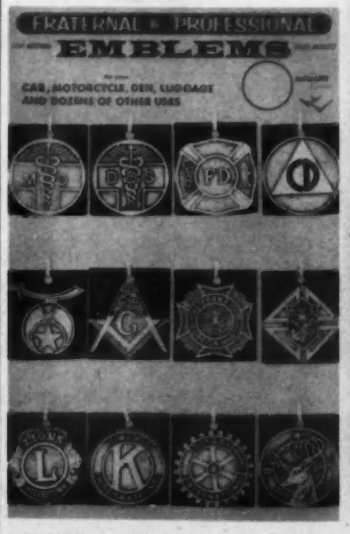
CUTTING ATTACHMENT — A light-duty oxyacetylene cutting attachment, the Airco Style 1490, is now available from Air Reduction Sales Co., 150 E. 42nd St., New York 17, N. Y. This unit attaches to the Airco Style 400 lightweight welding torch. Weight of the Style 1490 is 13 ounces, and it measures 9½ inches in length. Cutting range is up to one inch thick steel. A firm gas-tight seal is assured with tapered gas sealing rings and hand tightening makes a firm joint, it is claimed. A diaphragm-type cutting oxygen valve is said to eliminate the need for valve packing and prevents gas leakage.

FUEL REGULATOR, FILTER—A pressure regulator and filter designed for use on cars, buses, trucks, marine and industrial equipment, has been announced by the Dynarex Corp., 6218 Clayton Ave., St. Louis 10, Mo. The precision built unit, called the Injecta-Flo, not only regulates the flow of gasoline, but also acts as a three-way filter, it is claimed. The device is said to contain a magnet which removes any metal particles from fuel. In addition, the unit contains the Dynarex Cattylium "C," which eliminates destructive acids found in many gasolines, it is claimed. The manufacturer claims savings up to 20 percent in fuel with the use of this unit. Its use also assures quick, easy starts, prevents flooding of carburetor due to high pump pressure, minimizes stalling of engine, and lessens engine and carburetor wear, it is claimed.

* * *

HYDRAULIC JACK—Designed especially for application in the truck and automotive field is a line of Joyce Liftmaster Yello-Jackit hand hydraulic jacks. Available through the Joyce-Cridland Co., 2027 E. First St., Dayton, O., the jack is available in three to 100-ton capacity and is of extremely high quality construction to assure exceptional stability and strength, it is claimed. Outstanding features are said to be its greater dependability under off-center loading made possible by a durable malleable iron top cap, and an oversized malleable iron pump beam designed to withstand sudden strain.

* * *



EMBLEM—A self-adhering, easy-to-apply emblem has been announced by Nibur Mfg. Co., Inc., 20 W. 22nd St., New York 10, N. Y. Molded from high quality metals and finished with triple plate gold or chrome finish. No drilling, bolting or tools are needed to affix this three-dimensional professional or fraternal emblem to automobile, motorcycle, luggage, den, library and many other uses, it is claimed.

News to Note . . .

Auto World in Brief

LAFAYETTE, Ind.—Directors of Ross Gear & Tool Co. of Lafayette have acquired a one-third interest in Cam Gears, Ltd., of Luton, England. The acquisition was effected by an exchange of stock.

Cam Gears is a sales and development company furnishing manual and power steering gears to many English vehicle manufacturers, including British Motors Corp. No management changes are contemplated.

* * *

Delta Flies 14,432 Tons

ATLANTA.—Delta Air Lines has announced that last year it flew 14,432 tons of air freight a total of 7,783,880 ton miles, with shipments ranging all the way from a 3,000-pound consignment of 1957 automobile parts to two football tickets which a football fan had forgotten. This was an increase of 110 percent over the 6,843 freight tons carried by Delta five years ago.

* * *

Foil Holds Open House

SPARTANBURG, S. C. — An open house was held here at the new $150,000 dealership building erected by R. E. Foil, Inc. (Cadillac-Pontiac).

* * *

Purolator Links Sales Units In Detroit Under Delaney

DETROIT. — The Detroit-area sales offices of Purolator Products, Inc., and its subsidiary, Industrial Wire Cloth Products Corp., Wayne, Mich., have been merged and will be located at 3927 Fourth St., Wayne.

E. B. Delaney

Eugene B. Delaney has been appointed branch manager. Delaney entered the auto business in 1934 with Ford and joined Purolator in 1947 as a Michigan and Ohio Sales representative. He was named Detroit branch manager for Purolator in 1955.

* * *

Stewart-Warner Transfers Bassick Co. to Chicago

CHICAGO. — Bassick Co., Bridgeport, Conn., a division of Stewart-Warner, has been transferred to the corporation's Alemite and Stewart-Warner Instrument plant here.

Bassick makes automotive and specialty hardware. Stewart-Warner said the move was in conjunction with a long-planned expansion and modernization program.

* * *

Dearing Expands

SAVANNAH, Ga. — Dearing Chevrolet Co. has held a two-week open house to celebrate the formal opening of the new three-story addition to its service and sales building.

* * *

Skirting the Sales Issue

ARCADIA, Calif.—Bates Chevrolet Co. here has added seven women to its retail sales staff.

* * *

$10 County Vehicle Tax

WARSAW, Va. — An ordinance imposing a $10 license tax on automobiles and trucks has been approved unanimously by Richmond County's board of supervisors. The levy will become countywide when Warsaw boosts its present $2 tax to $10.

* * *

Dealer Brogan Named

TRENTON, N. J. — Thomas J. Brogan (Cadillac-Oldsmobile), chairman of the New Jersey Racing Commission has been reappointed to another six-year term. The commission also has reelected Brogan as chairman for 1957.

* * *

Indianapolis Speedway 'Recreated' at Rotunda

DEARBORN. — A display featuring a replica of a portion of the Indianapolis Speedway and highlighting the 1957 Mercury pace car, has been opened at the Ford Rotunda here.

The display features three race cars, a simulated pit wall and an exhibit of racing accessories.

* * *

Gusto Mfg. Founded

ATLANTA. — Gusto Mfg. Co. has been founded here to produce safety straps for cars and chairs.

* * *

Switch to Studebaker

JEFFERSON CITY, Mo. — For the first time since 1949, when it used a Nash, the police department here will use cars other than Fords and Chevrolets. The council has approved purchase of two Studebaker Commander autos from Shikles Motor Co. (Studebaker-Pontiac-Packard) at a cost of $1,973.26 to replace two 1956 Fords now in use. Other bids were: Smith-Linder (Ford), $2,435 and Riley Chevrolet Co., $2,440.

* * *

Firestone Plans to Enlarge Canadian Tire Factory

HAMILTON, Ont. — A multi-million-dollar expansion of production facilities is expected to start immediately at the Hamilton plant of Firestone of Canada.

The expansion will mean a substantial increase in the production of truck, bus and transport tires.

* * *

Fuller Buys Textile Firm

BOSTON. — Peter Fuller, president of Cadillac Automobile Co. of Boston (Oldsmobile-Cadillac), has purchased Verney division of Gera Corp., a textile concern. Fuller is the son of Alvan T. Fuller, one-time governor of Massachusetts and former head of the dealership.

* * *

Athens Goes Automatic

ATHENS, Ga. — A nine-story garage equipped with elevators that move automobiles vertically, horizontally and diagonally, is under construction here. It will accommodate more than 250 cars and will cost about $350,000.

* * *

Rolls-Royce Caravan To Visit 12 U. S. Cities

NEW YORK. — Rolls-Royce hit the road last week with its own show of luxury autos which will visit 12 U. S. cities before returning here late in May.

Opening in Sebring, Fla., the show caravan included latest models of Rolls-Royce and Bentley and a cutaway Rolls turbo-prop aircraft engine. Other cities on the itinerary include Miami, Palm Beach, St. Louis, Indianapolis, Chicago, Detroit, Cleveland, Pittsburgh, Washington, Baltimore and Philadelphia.

* * *

Newark Auto Top Co. Marks 50th Birthday

NEWARK, N. J.—Newark Auto Top Co. is observing its 50th anniversary. In addition to auto tops, the company also produces upholstery and seat covers.

Lee Seaman

Newark Auto Top was founded by Lee Seaman, who, as chairman of the board, still is active in the firm. His son, Alex Seaman, is president of the company.

NOW! TIE-IN WITH THE MOST IMPORTANT MERCHANDISING EVENT THE INDUSTRY HAS EVER KNOWN!

ASCMA's

Good Car-Keeping Week

MAY 11 TO 18, 1957

A BIG, POWERFUL NATIONAL PROMOTION DESIGNED TO BUY YOUR SEAT COVER BUSINESS TO NEW HEIGHTS...AND KEEP IT THERE!

Tremendous national advertising support in the Saturday Evening Post! More than 25,600,000 national ad messages! Plus millions of publicity messages . . . Plus local dealer newspaper and point-of-sale support!

This complete program of local newspaper, radio, TV, and store display promotion materials can turn the desire created by national advertising into sales and profits for you! It can be yours!

GET READY TO SELL!

To make this tremendous promotion profitable to you, you must have inventory, and lots of it! Be sure your stocks are complete and your selling tools sharp. STORES, SPECIALISTS, DEALERS, SERVICE STATIONS, AUTO INTERIOR DECORATORS AND JOBBERS, ORDER AT ONCE! Be prepared! Action NOW means PROFIT$ this spring and all year long! Your progressive manufacturers* and suppliers are ready to help you have the best year you've ever had but to make it work they need your enthusiastic cooperation.

These point-of-sale materials are available at cost from the following* progressive seat cover manufacturers who are backing their faith in a growing seat cover prosperity with this tremendous national advertising program!

The good car-keeping promotion is designed for you! Talk it! Use it! Sell it! Buy it! Write now for more information on how you can join and support this effort. Mail the coupon now!

* ATLAS AUTO SEAT COVER
ATLAS AUTO TRIM
ATLAS SPECIALTY
BANNER
BUDDY SEAT COVER CO.
CLIFTON
CRAWFORD
CRUMP
ERO
FARBER
ARTHUR FULMER
GATES
GLOSTEX
GORVIN
S. E. HYMAN
JAX
LANG
MASTER
THE PEOPLES COMPANY
RANKIN MFG. CO.
SPRADLING'S INC.
VATCO
HOWARD ZINK

AUTOMOBILE SEAT COVER MANUFACTURERS ASSOCIATION
1711 Pratt Blvd. Chicago 26, Illinois

Gentlemen:
Please let me know how I can join and support the ASCMA GOOD CAR-KEEPING PROGRAM.

Name_____
Company_____
Title of Business_____
Address_____
City_____ State_____

Good Car-Keeping begins with beautiful seat covers!

Inspection Poster—

Russell Mfg. Co., Middletown, Conn., has announced the availability of the above posters for dealers, distributors and service stations as means of identifying themselves with state vehicle inspection programs and with Rusco brake linings. Fifteen states and the District of Columbia have vehicle inspection programs. Inspection legislation is now pending in 11 other states.

Affecting Factories and Dealers . . .

Auto Advertising

By Martin L. Whitmyer
Staff Writer

A stepped-up program aimed at increasing service station traffic through stimulation of driver interest in better cooling system care is being launched by Olin Mathieson Chemical Corp.

According to W. Adrian, King, manager of the company's automotive products department, the automotive service industry can "increase by 20 percent or more its sales of permanent anti-freeze and other radiator products by convincing motorists of the soundness of spring drain-out of anti-freeze."

Focal point of the program will be an advertisement to appear in the May issue of *Reader's Digest*.

Point-of-purchase tie-ins with the advertising are being provided in the form of two window posters, while the program also will be reinforced by trade ads, direct mail pieces for dealers, give-away leaflets, a color sound-slide film entitled "Hot Horses Need Cooling" for showing to sales and service personnel, and a color motion picture, "The Importance of Cooling System Service," designed to show dealers and attendants how to give proper cooling system service and explain the benefits of spring drain-out to their customers.

* * *

Chrysler Corp. Joins ARF

Chrysler Corp. has been elected a subscriber to the Advertising Research Foundation, according to Ben R. Donaldson, director of institutional advertising of Ford Motor Co. and vice-chairman of the foundation.

* * *

Gratopp, Stamler Join White

White Color Card Co., Detroit, has announced the appointment of Wayne G. Gratopp as general manager, replacing Thomas H. Denton.

Gratopp has been production manager of Amsterdam Press, Detroit, for the last 10 years.

The company also announced the appointment of John E. Stamler, former Philadelphia district Ford dealer, as sales manager.

* * *

AMC Dealers Sponsor Show

The Nash and Hudson dealers of greater Detroit are jointly sponsoring a weekly half-hour television program on WWJ-TV.

The show, "Crusader," is seen every Monday at 10:30 p.m.

* * *

Simca Appoints Wexton

Simca Auto Sales, Inc., distributor of Simca automobiles, has appointed Wexton Advertising Agency for advertising and marketing. Edward Greenberg, vice-president of the agency, will handle the account.

* * *

New Purolator Approach

A new concept in magazine advertising for automotive products is being introduced by Purolator Products, Inc., filter manufacturers of Rahway, N. J.

To kick off its Spring Filter-Check Time, Purolator in April is running a two-page spread in *Life* magazine, using what has been called "a revolutionary approach to the selling of automotive oil filters." With the exception of a small picture and a headline, the entire ad is made up of a 1,750-word block of copy, telling the oil filter story in detail.

According to James B. Lightburn, sales manager of Purolator's After-Market division, "this new advertising approach has been designed specifically to combat the ignorance so prevalent in regard to oil filters. We are confident that it will prove to be a real sales-booster during Spring Filter Check time."

* * *

Shugg on POPAI Panel

R. L. Shugg, Dodge sales promotion manager, will speak on "What is the Point-of-Purchase Advertising's part in your overall marketing picture" at the 11th annual symposium of POPAI being held at the Palmer House in Chicago, Apr. 10-12. Shugg will speak Apr. 10.

* * *

Sprechen Sie Deutsch?

The motorist in Germany needs a bit of imagination to reason out why he should install a heater in his car.

Eberspacher, which has a working agreement with Volkswagen, has put out a brochure depicting advantages of its heaters.

One section of the brochure tells that the heater will be particularly appreciated by public speakers, actors, singers, etc., who have to protect their vocal cords from colds.

* * *

Schipper Opens Fla. Office

Schipper Associates, Detroit public relations and advertising organization, has opened a Florida office with headquarters at Daytona Beach. In charge of the office will be Don MacDonald, formerly associated with the Trend publications.

* * *

Times-Herald Promotion

The Dallas *Times Herald* published a 16-page section devoted exclusively to the women's appeal of fashion, color and convenience in 1957 automobiles.

The section, entitled "Brilliance in Motion," was dedicated to a three-day showing in their own establishments of 1957 cars by Dallas Authorized New Car Dealers. It carried color on its front page, a series of color photographs of new automobiles on Page 3. All editorial copy was done by the *Times Herald* society desk.

* * *

Look Revenue Climbs

The first quarter of 1957 was the biggest first quarter in *Look's* history, both in circulation and advertising revenue, according to an announcement by Vernon C. Myers, publisher of the magazine.

Simultaneously, Myers announced that the circulation on *Look*, effective with the current issue, is now running over 5 million copies per issue.

* * *

Names

Charles S. Thorn has been elected a vice-president of the McCall Corp. Associated with the company since 1937, Thorn joined Redbood Magazine as advertising director in September, 1955.

* * *

Philip L. Duschnes and **George Lloyd** have joined the eastern sales staff of the Bureau of Advertising of the American Newspaper Publishers Assn., Inc., as account executives. Duschnes formerly was with Curtis Publishing Co.

Lloyd was director of advertising for *Teen Age Review* and *Teen Age Life*.

* * *

Edward W. Allen jr., has been named manager of public relations at Allen B. Du Mont Laboratories, Inc., Clifton, N. J., succeeding **Benjamin C. Bowker**, who has joined United States Plywood Corp. Allen has been associated with Du Mont since 1948.

* * *

Shepard Spink has been elected merchandising vice-president of American Airlines. Spink formerly was vice-president and advertising director for Crowell-Collier Publishing Co.

* * *

Leonard Westrate, formerly news editor in Detroit for Chilton Co., has been named an assistant director of public relations for Chevrolet.

COVERAGE

greatest coverage of key cities enables American to serve automobile executives better than any other airline!

To be sure of fast forwarding and dependable on-time deliveries, specify American Airlines Airfreight. Because only American offers direct, one-carrier service to 17 of the top 20 retail markets, 13 of the first 15 wholesale markets, and 18 of the leading 20 manufacturing centers.

AMERICAN AIRLINES AIRFREIGHT

—flies more freight than any other airline in the world

How does your profit potential compare?

Read about the profits of representative 'Jeep' dealers!

"My 'Jeep' vehicle sales are up nearly 300%. My parts and service volume is up, too. So are "plus" profits from the sale of extra equipment. And what's more important, I've had an average washout of $430 per vehicle. 1956 was my most profitable year in business!"

Mr. Grant Eckfeldt, Owner
E & S Motor Sales and Service,
Fitchburg, Mass.

"My washouts averaged $412 during 1956! That's why handling the 'Jeep' line exclusively means I'm making more profit than ever. When I devote all my time to prospecting right for 'Jeep' prospects, my sales and profits really go up. Volume fleet sales sweeten the kitty."

Mr. Frank Dearing
President and General Manager,
Frank Dearing Motors,
Eureka, California

"I've never found a better franchise! And I've been in the automotive business for 30-years. I've sold more units at times—but I've never ended up with more net profit. There's no other line with so many clean deals, or where the used vehicles have such high resale value."

Mr. L. L. Myner, President
Myner Motor Company
Shreveport, Louisiana

Your opportunity is now! The quotes above are from actual 'Jeep' dealers who are representative of hundreds of others throughout the country. Their words are dramatic proof of what a 'Jeep' franchise has meant to them in terms of actual profit results, of the opportunity you're missing if you don't get complete information about the profitable 'Jeep' franchise right now!

Get into this profit picture! Whether you handle 'Jeep' vehicles exclusively (as many former passenger car dealers and large service operators are now doing), or as an addition to your present line, they're a great profit opportunity. If added to your present line, you don't give up a thing! You retain your present operation and add the profit potential of the 'Jeep' vehicle franchise. You use the same physical facilities for two lines, with little increase in operating expense, and you add substantial profits.

'Jeep' vehicle gross profits are higher than those of most lines! That's what 'Jeep' dealers say. Reported gross profits, after the washout, are averaging $475.16. There's no wheeling and dealing competition down the street. What's more, nearly 50% of all 'Jeep' vehicle sales are clean deals. 'Jeep' vehicle resale value is far greater. And there are additional profits from the sale of a wide variety of special equipment.

Here is all you do! Get the detailed facts and see what they can mean to you. Fill out and mail the coupon below. There's no obligation. Do it right now!

The 'Jeep'® family of 4-Wheel-Drive vehicles

Universal 'Jeep'

New Forward Control 'Jeep' FC-150

'Jeep' Truck

'Jeep' Utility Wagon

Dealer Development Department 155
Willys Motors, Inc., Toledo 1, Ohio

Without obligation, please have a representative call and give me information about the 'Jeep' family franchise.

Name .....

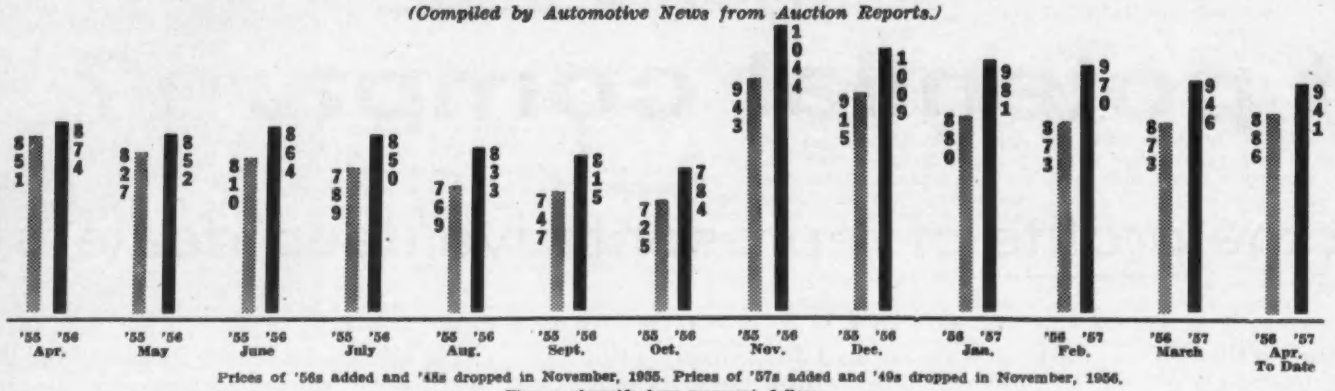
Address .....

City ..... State .....

Business ..... Position .....

Average Prices of Used Cars Sold at Auction

(Compiled by Automotive News from Auction Reports.)



Prices of '56s added and '48s dropped in November, 1955. Prices of '57s added and '49s dropped in November, 1956.
Figures alongside bars represent dollars.

Market Trend

The overall average price of wholesale used cars declined $5 last week to $941, according to Automotive News' index.

As in the previous week, biggest declines covered the later models, with older units showing considerable strength.

Losses last week amounted to $46 on '56s; $13 on '57s; $12 on '55s, and $8 on '51s.

Increases included $24 on '53s; $13 on '52s; $5 on '50s, and $2 on '54s.

New low averages were established for '56s, '55s and '51s. The old low on '51s had held since the index of Jan. 14.

At a group of representative auctions last week, the average consignment was 214 units, compared with 173.9 in the previous week. Last week's average was the highest set this year, and was only the second time that it had

(Continued on Page 38, Col. 1)

LEADING USED-CAR AUCTION DIRECTORY

Frequency Rates: Listing (maximum: three lines of type)—$5.00, 1-time; $4.00, 13-times; $3.50, 52-times. Display (minimum space, 1 inch on 1 column—maximum 5-inches on 2 columns.) For Display Rates contact Want Ad Dept., Automotive News, Detroit 26, Michigan.

ARKANSAS

Ark Auto Auction, Inc.
Dependable Cars — Reliable Dealers
Guaranteed Checks and Titles
Sales Each Tuesday—12:00 Noon
1801 East Broadway, North Little Rock, Ark.

CALIFORNIA

SAN DIEGO—San Diego Auto Auction, 4744 Federal Blvd., Ph. CO. 4-0157. Thursday 1 p.m.

COLORADO

COLORADO AUTO AUCTION
LITTLETON, COLO. SOUTH DENVER
DEALERS ONLY
Sale Every Monday—11:00 a.m.
Owners: Francis R. Cassell—Carroll Kepfer
Phone Denver: SUnset 1-7821
Wire Colorado Auto Auction FAX Denver, Colo.
Auctioneers:
Colonels Johnny Wood and Dean Davis
All cars paid for by our own check through The Bank of Denver

MID-WEST AUTO AUCTION
1155 So. Platte River Dr.
DENVER, COLORADO
Burden-Dudley-Caswell
Sale every Tuesday at 11 A.M.
Phone Sherman 4-3263

CONNECTICUT

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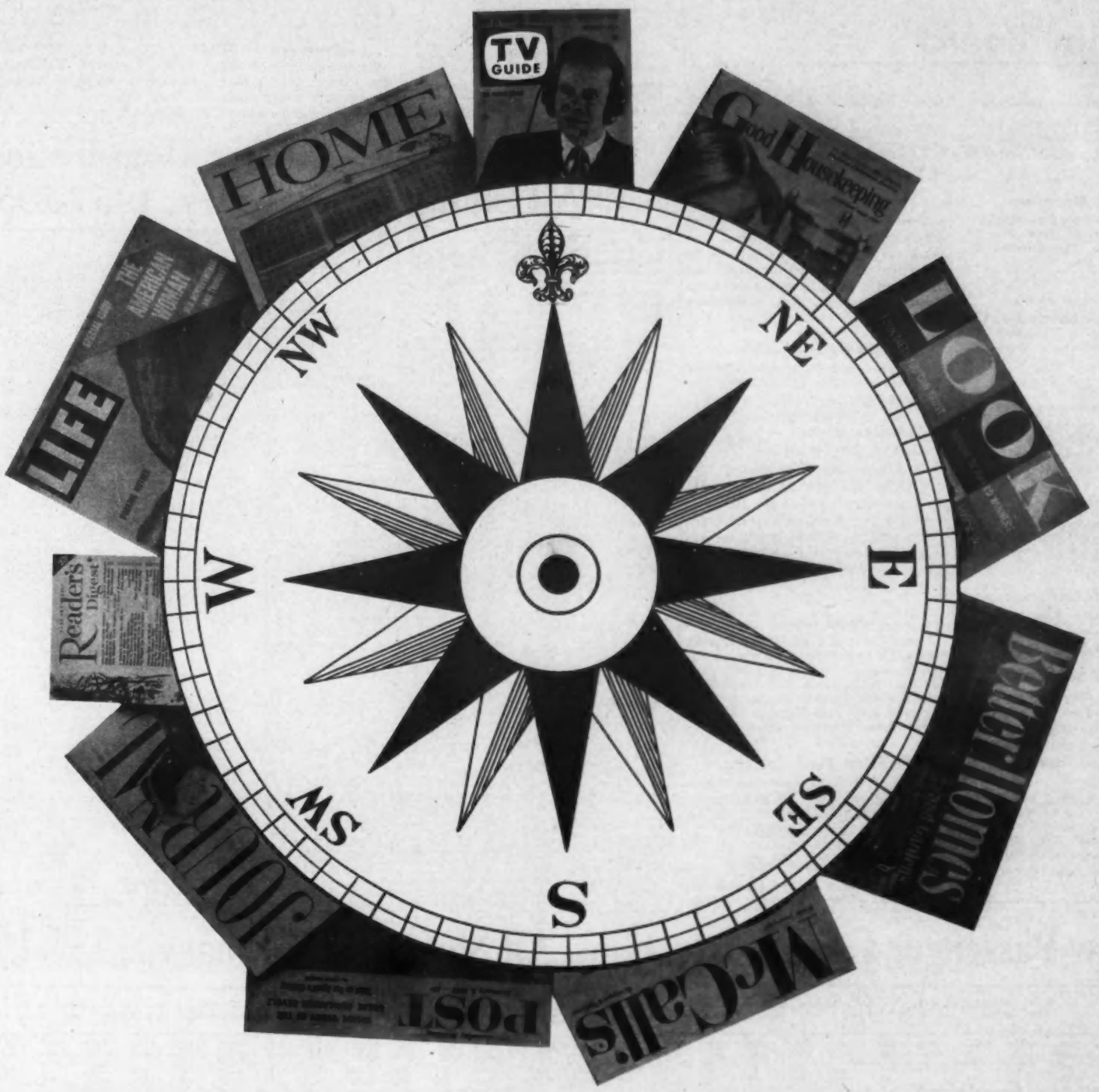

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'Cool Queen' Conditioner

Specifications on the "Cool Queen" automobile air conditioner — free. Klauss-Joyce, Inc., 5526 Dyer St., Dallas, Tex.

* * *

Marking Machines

"General Purpose Marking Machines"—leaflets, free. Jas. H. Matthews & Co., 3842 Forbes St., Pittsburgh 13, Pa.

* * *

Lubrication Data

"How Automatic Lubrication Cuts Packaging Costs" — bulletin E-6, free. Bijur Lubricating Corp., 151 W. Wassaic St., Rochelle Park, N. J.

* * *

Valve Pak Assortments

Catalog sheet on two new Valve Pak assortments for servicing tubeless tire valves—free. Dill Mfg. Co., 700 E. 82nd St., Cleveland 3, O.

* * *

Used Machine Tools

"How to Buy a Used Machine Tool"—booklet free. S & S Machinery Co., 140 Fifty-third St., Brooklyn 32, N. Y.

* * *

Radio-Call Bulletins

"Individual Call" and "Group Call"—bulletins on two-way radio selective calling, free. Bulletins ECR-448 and ECR-439, respectively. General Electric Communication Products Department, Syracuse, N. Y.

* * *

Vinyl-Metal Brochure

New processes of laminating and fabricating vinyl-clad metal and products in which the vinyl metal laminate can be used are described in a free brochure available from Arvin Industries, Inc., Columbus, Ind.

* * *

Resurfacing Guide

A folder explaining the application and qualities of Stonhard Resurfacer—six pages, free. Stonhard Co., Inc., 1306 Spring Garden St., Philadelphia 23, Pa.

* * *

Detecting Elements

A book giving engineering data for sensitive detecting elements used on motors, cycling systems, safety devices and electronic instrument applications — eight pages, free. Franklin Dales Co., 180-184 E. Mill St., Akron, O.

* * *

Steel Guide

"Fact Book of Cold-Rolled Spring Steels," a brochure covering essential qualities, various grades, production techniques and technical points of cold-rolled spring steels—48 pages, free. J. S. Gamble, Wallace Barnes Steel Division, Bristol, Conn.

* * *

Grinder Tool Catalog

Walker-Turner grinder catalog—eight pages, free. Walker-Turner division, Rockwell Mfg. Co., 400 N. Lexington Ave., Pittsburgh, Pa.

* * *

Conversion Chart

Wall reference table and conversion chart—free. Precision Equipment Co., 3716 N. Milwaukee Ave., Chicago 41, Ill.

* * *

Spring Design

"Handbook of Mechanical Spring Design," a guide for the product engineer faced with the problem of designing a specific spring—84 pages, free. Kent S. Putnam, Associated Spring Corp., Bristol, Conn.

* * *

Repairing Castings

Three new processes for repairing cracked castings, engine blocks and heads—bulletin, free. Automotive Products division, Metallizing Co. of America, 3520 W. Carroll Ave., Chicago 24, Ill.

* * *

Microfilm Uses

"New Horizons with Microfilm"—36 pages, free. Filmsort division, Dexter Folder Co., Pearl River, N. Y.

New York Inspection Beginning This Month

ALBANY. — The New York Bureau of Motor Vehicles is mailing notices to 114,688 owners to remind them their vehicles are scheduled for inspection in April.

The notices are going to motorists who last year registered vehicles of model years 1941-1945, inclusive. On and after May 1, newer vehicles are also subject to inspection if sold or transferred.

New Commercial Car Registrations, All States for February, 1957-1956

Truck registrations by states are released here weekly, as compiled by R. L. Polk representatives in state capitals.		Brockway	Chevrolet	Diamond T	Dodge	Ford	G.M.C.	International	Mack	Reo	Studebaker	White	Willys	Misc.	TOTAL
29 States Previously Reported for February	'57	9	8941	138	1511	7491	2263	3118	458	81	280	436	946	487	26159
	'56	14	9399	145	1800	8385	2949	3719	433	106	403	604	838	369	29164
Alabama	'57		509	4	49	415	95	102	24	2	3	17	7	5	1232
	'56		522	2	58	374	247	150	19		5	22	6	8	1413
Arkansas	'57		515	3	63	426	144	134	8		24		9		1326
	'56		451	5	45	368	118	162			17	10	5		1181
California	'57		2701	17	411	2767	528	518	17	17	61	41	128	311	7517
	'56		2377	7	353	1672	499	389	20	18	67	48	165	86	5701
Georgia	'57		857	9	65	441	182	176	21	3	12	23	16	8	1813
	'56		270	7	63	331	135	107	11	1	10	19	16		970
Indiana	'57		466	8	110	448	103	239	22	7	32	42	31	23	1531
	'56		598	25	102	457	183	349	35	6	50	81	14	19	1919
Iowa	'57		356	19	60	402	119	182	13	1	19	16	16	23	1226
	'56		302	8	46	310	55	164	1		16	10	5	27	944
Kentucky	'57		494	1	66	345	115	118	16	2	7	13	19	2	1198
	'56		469	3	80	453	171	213	6	1	13	12	30	1	1452
Louisiana	'57		723	3	76	580	112	149	15		14	12	14	6	1704
	'56		645	4	68	535	182	175	3	1	20	23	25	5	1686
Massachusetts	'57	1	217	1	51	254	65	107	18	2	2	23	58	20	819
	'56	4	265	6	93	288	76	123	22	9	11	41	31	29	998
Mississippi	'57		448		52	376	101	146	4		8	5	9	2	1151
	'56		554		59	388	156	156	8		9	5	8		1343
Missouri	'57		745	5	68	508	151	172	10	3	24	54	16	31	1787
	'56		967	10	128	735	330	329	12	1	28	48	25	8	2621
New Mexico	'57		497		10	77	52	43	4	9	6	4	16		718
	'56		148		15	75	110	29	5	1	3		20	1	407
New York	'57	15	690	9	181	374	220	371	29	23	17	59	182	110	2280
	'56	27	478	10	162	480	325	250	78	13	17	46	73	38	1997
Oklahoma	'57		276		22	173	38	93	5	3	1	17	8	5	641
	'56		520		55	471	132	161	25	6	15	22	5	6	1418
Oregon	'57		330		28	307	77	130	1	3	1	27	61	62	1027
	'56		359	2	54	249	125	114	3	1	23	57	68	21	1076
Pennsylvania	'57	12	830	10	218	631	222	359	81	12	39	73	167	30	2684
	'56	10	971	23	306	940	408	491	142	20	55	145	149	37	3697
South Carolina	'57		320		39	302	61	44	8		3	11	12	6	806
	'56		301	1	44	284	72	82	30		11	8	1	3	837
Texas	'57		2504	16	196	1731	372	459	104	11	31	120	54	26	5624
	'56		2218	31	209	1689	524	544	38	1	49	92	36	12	5443
Vermont	'57		18		11	19	10	11	1				12	1	83
	'56	1	46		15	49	12	24		1	2	1	29	2	182
Washington	'57		332	10	33	177	71	98	7	2	7	4	21	41	803
	'56		273		108	258	161	111	6	5	21	6	56	24	1029
All States Reported For February	'57	37	22769	253	3320	18244	5101	6769	866	181	591	997	1802	1199	62129
	'56	56	22133	289	3863	18791	6970	7842	897	191	945	1300	1605	696	65478
Year To Date	'57	88	43589	561	7201	31540	10276	14308	1882	419	1288	2012	3675	2269	119108
	'56	131	44419	607	8003	37835	13842	15950	1856	409	1694	2551	2916	1406	131619

"The information contained in this report has been compiled from official state documents. Every reasonable precaution has been exercised to insure accuracy of this report to the extent of the registrations received and tabulated at the time the report is published. R. L. Polk & Co. cannot assume any liability by reason of inaccuracies or omissions."—R. L. Polk & Co.

New Passenger Car Registrations, All States for February, 1957-1956

Car registrations by states are released here weekly, as compiled by R. L. Polk representatives in state capitals		Rambler	Metropolitan	Hudson	Nash	AM. MOTORS TOTAL	Chrysler	Imperial	DeSoto	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Continental	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	G. M. TOTAL	Packard	Studebaker	S-P TOTAL	Miscellaneous	TOTAL
23 States Previously Reported for February	'57	2047	166	195	385	2793	3281	997	3206	6896	16622	31002	38887	23	1242	7655	47807	12473	4372	38203	11530	9278	75856	227	1639	1866	2639	161963
	'56	2138	53	440	935	3566	3139	318	2993	5983	14150	26583	33941	55	1229	7376	42601	17357	4090	42146	13283	10316	87192	1064	2598	3662	1347	164951
Alabama	'57	45	3	3	9	60	78	17	48	131	416	690	1472		23	277	1792	480	186	1791	331	274	2982	1	54	55	63	5642
	'56	45	4	7	19	75	112	7	77	148	552	896	1700	3	37	305	2045	768	107	2409	587	397	4268	12	107	119	33	7436
Arkansas	'57	35	2	2	4	43	44	11	53	170	384	662	1585		28	292	1906	370	78	1329	324	312	2413	3	56	59	23	5105
	'56	35		6	17	58	61	4	42	143	474	724	1229	1	29	265	1524	366	82	1385	379	294	2506	14	94	108	5	4925
California	'57	471	142	79	79	771	876	277	728	1664	3754	7299	10936	19	412	2338	13705	2830	1270	9011	2597	2381	18089	30	355	385	2727	42976
	'56	430	110	34	123	697	602	107	573	1097	2715	5094	6346	31	334	1963	8674	3630	1143	7843	2494	2489	17599	179	543	722	1913	34699
Colorado	'57	76	10	17	25	128	100	24	57	253	537	971	1269		40	218	1527	375	124	1272	323	235	2329	11	47	58	62	5075
	'56	67	3	20	33	123	90	9	60	134	316	609	933	1	42	223	1199	413	97	1093	307	229	2139	26	92	118	18	4206
Connecticut	'57	129	14	7	22	172	118	42	105	284	566	1115	1139	3	46	173	1361	401	154	1063	399	349	2356	10	56	66	183	5253
	'56	142	4	20	51	217	187	22	116	379	649	1353	1525	1	45	330	1901	658	156	1661	644	497	3616	78	129	207	169	7463
Georgia	'57	57	16	2	24	99	128	27	96	333	795	1379	3122	1	36	408	3567	683	187	3902	761	610	5243	3	78	81	108	10477
	'56	26	5	2	7	40	89	9	65	234	490	887	1412	1	40	277	1730	551	93	1764	476	385	3269	24	84	108	29	6063
Indiana	'57	120	5	13	21	159	177	50	216	405	1027	1905	2950	1	61	458	3470	865	264	2364	714	561	4758	20	193	213	101	10606
	'56	136		25	64	225	146	27	159	407	869	1608	2279	4	72	500	2855	1028	254	2591	780	615	5268	60	360	420	31	10407
Iowa	'57	82	1	6	26	115	120	30	110	273	649	1182	1797		39	384	2222	561	133	1732	505	383	3314	11	67	78	74	6985
	'56	65		11	39	115	110	10	76	238	477	911	1314	1	43	285	1643	537	96	1666	411	290	3000	26	119	145	35	5849
Kansas	'57	48	4	8	7	67	33	9	42	95	285	464	1005		28	171	1204	212	69	1031	217	228	1757	4	24	28	31	3561
	'56	50		10	26	86	49	2	35	113	242	441	738	1	17	155	911	291	66	959	258	274	1848	19	64	83	23	3392
Kentucky	'57	35	1	9	7	52	98	16	95	202	523	934	1827		27	263	2117	503	82	1811	482	397	3275	7	49	56	30	6464
	'56	42	2	10	18	72	77	5	62	207	468	819	1366	1	23	254	1644	626	89	2064	512	390	3681	23	74	97	21	6334
Louisiana	'57	33	4	2	7	46	109	31	118	238	673	1169	2292		30	376	2698	520	140	2435	577	537	4209	8	64	72	67	8261
	'56	34	1	3	21	59	91	9	78	165	459	802	1668	2	41	275	1986	665	114	2364	643	590	4376	30	118	148	20	7391
Maine	'57	50	2		4	56	7	2	13	58	115	195	238		4	35	277	69	12	249	62	76	468	1	16	17	34	1047
	'56	34		5	12	51	20	1	16	54	133	224	257		7	55	319	112	26	276	70	86	570	2	25	27	25	1216
Massachusetts	'57	294	24	36	36	390	249	63	287	537	1438	2574	2583	2	111	513	3209	920	274	2418	1057	684	5353	13	78	91	282	11899
	'56	284	9	50	152	495	269	24	222	470	1222	2207	3006	10	105	542	3663	1382	282	2955	1402	924	6945	104	180	284	204	13798
Minnesota	'57	132	2	11	36	181	136	33	179	349	791	1488	2248		60	456	2764	704	168	2088	790	559	4309	8	130	138	75	8956
	'56	119	1	34	78	232	173	12	180	440	794	1599	2089	1	81	460	2631	928	168	2616	903	515	5130	70	247	317	76	9985
Mississippi	'57	13	1		4	18	48	10	46	124	342	578	1143		14	176	1333	353	74	1257	271	241	2196	1	45	46	25	4188
	'56	22	1	2	8	33	71	5	57	194	513	840	1135		20	198	1353	469	59	1571	406	352	2857	19	91	110	9	5202
Missouri	'57	94	2	5	16	117	141	49	163	353	1004	1710	2804		55	439	3298	695	207	2653	681	519	4755	8	116	124	90	10094
	'56	123		10	92	225	179	23	236	405	1492	2335	2979	4	80	667	3730	1301	277	4479	1181	992	8230	95	249	344	62	14926
New Mexico	'57	7	1	2	4	14	13	4	17	49	73	156	298		9	49	348	90	23	462	82	84	731	5	11	16	10	1275
	'56	9		2	6	17	14	1	16	19	69	119	273		5	65	343	122	27	337	98	86	670	4	15	19	10	1178
New York	'57	301	25	32	55	413	793	161	648	1291	2717	5610	5451	6	234	1108	6999	2117	720	5059	1901	1475	11272	22	252	274	849	25417
	'56	206	7	36	89	338	538	56	452	737	1808	3591	3223	10	161	764	4158	1859	658	3715	1667	1196	9095	145	241	386	354	17922
Ohio	'57	212	23	34	56	325	685	196	735	1751	3349	6716	7459	6	223	1555	9243	2656	770	6373	2168	1872	13839	53	264	317	361	30861
	'56	297	15	54	158	524	615	72	672	1424	2608	5391	6898	1	241	1426	8566	3096	729	7332	2522	2104	15783	221	456	677	175	31116
Oklahoma	'57	22	2	2	5	31	44	14	95	122	384	659	1227		21	201	1449	313	120	1201	297	222	2153	2	29	31	37	4360
	'56	49	1	10	20	80	46	7	71	142	382	648	1258	3	38	255	1554	645	119	1789	539	437	3529	38	86	124	27	5962
Oregon	'57	125	24	5	13	167	89	31	160	239	508	1027	1310		56	278	1644	388	129	1479	369	383	2748	14	79	93	333	6012
	'56	124	5	16	38	183	83	8	108	230	428	857	1204	1	51	325	1581	598	122	1561	445	412	3138	22	161	183	189	6131
Pennsylvania	'57	330	29	47	73	479	750	180	727	1488	3539	6684	5289	5	196	1167	6657	2088	629	5911	1729	1551	11908	51	319	370	458	26556
	'56	381	17	71	220	689	764	68	785	1571	4279	7467	7401	12	219	1473	9105	3725	681	7247	2605	2054	16312	304	635	939	240	34752
South Carolina	'57	26	7		4	37	59	8	54	105	371	597	1195	1	15	166	1377	323	81	1146	252	215	2017	1	28	29	40	4097
	'56	27	4	3	5	39	61	2	60	152	415	690	1278	2	19	193	1492	501	63	1610	406	322	2902	11	73	84	23	5230
Texas	'57	145	36	16	25	222	309	116	335	738	2012	3510	7701	2	110	1244	9079	2004	577	7757	1895	1538	13771	13	173	186	241	27009
	'56	174	6	25	77	282	305	56	285	744	1793	3183	6958	15	148	1252	8373	3266	616	9739	2443	1942	18006	111	432	543	120	30507
Vermont	'57	14	1		1	16	7	1	9	8	44	69	126			12	138	42	7	96	23	28	196	1	3	4	24	447
	'56	11			6	17	11	2	12	32	62	119	198	2	3	24	227	69	13	193	58	48	381	2	22	24	15	783
Washington	'57	115	25	6	18	164	68	15	70	166	343	662	1107	1	28	129	1265	264	71	1065	256	207	1863	8	35	43	213	4210
	'56	143	16	12	54	225	95	12	96	245	482	930	1291	2	39	229	1561	589	81	1302	369	364	2705	30	105	135	162	5718
All States Reported For February	'57	5058	572	539	966	7135	8560	2414	8412	18352	43261	80999	108672	70	3148	20545	132455	33299	10841	104228	30593	25199	204160	536	4260	4796	9180	438725
	'56	5213	264	918	2368	8763	7997	878	7604	16107	38341	70927	93899	165	3169	20136	117369	45552	10308	114667	35888	28600	235015	2733	7400	10133	5335	447542
Year To Date	'57	10268	1157	1051	2158	14634	16766	4647	16874	36794	84523	159604	219126	137	6224	39780	265267	68312	22650	205344	62389	49214	407900	899	9311	10210	18430	876045
	'56	9839	577	1892	4565	16873	16256	1715	15100	31608	75286	139965	179674	375	6111	39836	225996	90355	21780	224009	72413	57321	465878	5566	14400	19966	10512	879190

"The information contained in this report has been compiled from official state documents. Every reasonable precaution has been exercised to insure accuracy of this report to the extent of the registrations received and tabulated at the time the report is published. R. L. Polk & Co. cannot assume any liability by reason of inaccuracies or omissions."—R. L. Polk & Co.

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efficiency . . . positive air-power actuation plus automatic retraction helps men do faster, neater, better work.

styling . . . clean, functional design commands customer confidence . . . transforms any lube room into a "service showcase."

dependability . . . maintenance is the lowest ever recorded for similar equipment . . . installation is simple and easy.

When you are ready to make your lubritorium a proven "Invitation to New Business," contact your Lincoln Sales and Service Wholesaler. He will consider it a privilege to serve you.

*Registered Trade Name

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LINCOLN ENGINEERING COMPANY
DIVISION OF THE McNEIL MACHINE & ENGINEERING CO.

Engineers and Manufacturers
AUTOMATIC LUBRICATING EQUIPMENT
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DIVISION OF THE McNEIL MACHINE & ENGINEERING CO.

Engineers and Manufacturers
AUTOMATIC LUBRICATING EQUIPMENT
SAINT LOUIS 20, MISSOURI

Used-Car Auction Prices

(Continued from Page 34)

exceeded 200 units. The sales ratio was 69.5 percent, compared with 72.6 percent the previous week.

Prices marked with an asterisk indicate a unit equipped with an automatic transmission or overdrive and (ps) indicates power steering.

QUINCY, ILL.

(Quincy Auto Auction. Sale every Monday. Prices are for sale of March 25.)

(A snowstorm cut the number of cars offered, but sales percentage was up. Sold 86 percent of offerings.)

BUICK—'57 Special 4-dr., $2,405. '55 Super 4-dr., $1,455; Special 2-dr., $1,350. '54 Special 4-dr., $1,025. '52 Super 4-dr., $500; Special 4-dr., $425.
CHEVROLET—'55 Two-ten 2-dr., $1,065, $1,015. '54 Bel Air 4-dr., $850. '53 One-fifty 4-dr., $450; 2-dr., $295. '52 SL Deluxe Bel Air, $525; 2-dr., $350. '51 SL Deluxe Bel Air, $398; 4-dr., $215.
DODGE—'54 Coronet (6) 4-dr., $640. '52 Wayfarer 2-dr., $275.
FORD—'56 Main (8) 4-dr., $1,205; Custom (6) 4-dr., $1,115, $985. '53 Crest (8) 4-dr., $620*; Custom (6) 4-dr., $425; Main (6) 2-dr., $415. '51 Deluxe (6) 2-dr., $135. '49 Deluxe (6) 2-dr., $105.
MERCURY—'54 Monterey 4-dr., $935. '52 Custom 2-dr., $300. '49 4-dr., $165.
OLDSMOBILE—'56 (88) 4-dr., $1,770*. '55 (88) 2-dr., $1,275*. '54 (88) 2-dr., $1,195*. '53 (88) Holiday, $995*. '51 (88) 4-dr., $165.
PACKARD—'52 (400) 4-dr., $335.
PLYMOUTH—'55 Savoy (8) 4-dr., $995. '54 Plaza 2-dr., $500. '51 club coupe, $120.

JENISON, MICH.

(Grand Rapids Auctions, Inc. Sale every Tuesday. Prices are for sale of March 26.)

(Neither bad roads nor bad weather could cool this sale off. Strong market from start to finish. Sold 156 cars out of 194 offerings.)

BUICK—'56 RM conv., $2,360* (ps); Riviera, $2,100* (ps); Super 2-dr., $2,145* (ps); Riviera, $1,995* (ps); Century Riviera, $2,020* (ps); Special Riviera, $1,880* (ps), $1,840*, $1,715*. '55 Special station wagon, $1,815* (ps); 4-dr., $1,625*, $1,400*; 2-dr., $1,465*, $1,460*; RM Riviera, $1,670* (ps), $1,480* (ps); Super Riviera, $1,525* (ps), $1,500* (ps); Century Riviera, $1,450* (ps), $1,440*, $1,350*. '54 Super Riviera, $1,245* (ps); Special Riviera, $955*, $600; Century Riviera, $955*, $900. '53 Super 2-dr., $375*. '52 Special Riviera, $465*; Super Riviera, $450*.
CADILLAC—'54 (62) 4-dr., $2,000* (ps).
CHEVROLET—'57 Two-ten (6) 2-dr., $1,755*. '56 Bel Air (8) 4-dr., $1,600*; Two-ten (8) 2-dr., $1,455, $1,440; One-fifty (6) 2-dr., $1,020. '55 Bel Air (8) 2-dr., $1,510*, $1,375*, $1,190*; station wagon, $1,465*; Bel Air (6) 2-dr., $1,150*, $1,100, $1,030; Two-ten (8) 4-dr., $1,115, $1,040; Delray coupe, $1,005; Two-ten (6) 4-dr., $1,000, $995; 2-dr., $975, $955. '54 Bel Air club coupe, $1,040*, $750*; 4-dr., $725*, $725; Two-ten 2-dr., $755*, $745, $685. '53 Bel Air 4-dr., $675*, $600, $560*; Two-ten 2-dr., $535, $505*, $465*. '52 SL Deluxe 4-dr., $380, '51 SL Deluxe station wagon, $220; 4-dr., $175.
CHRYSLER—'53 Windsor 4-dr., $400.
DeSOTO—'53 4-dr., $560* (ps).
DODGE—'55 2-dr., $1,450. '54 Coronet 4-dr., $740. '53 Coronet (8) 4-dr., $570*, $425, $400*.
FORD—'57 Custom (8) 4-dr., $2,080*. '56 Country Squire, $1,960* (ps); Country sedan, $1,970*, $1,800 (ps), $1,700, $1,565*, $1,560*; Fairlane (8) 4-dr., $1,550*, $1,490*, $1,390; Custom (8) 2-dr., $1,700* (ps), $1,600, $1,295, $1,225*. '55 Fairlane (8) Victoria, $1,515, $1,330, $1,285*; 2-dr., $1,210, $1,065*; Ranch Wagon, $1,255, $1,250, $1,220; Custom (8) 2-dr., $1,025, $1,005, $950, $900. '54 Ranch Wagon, $1,015; Custom (8) 4-dr., $655. '53 Custom (8) 2-dr., $740, $550, $500. '52 Custom (8) 2-dr., $415.
LINCOLN — '56 Premiere 4-dr., $3,120* (ps). '53 Cosmopolitan sedan, $1,000* (ps).
MERCURY—'57 Montclair 2-dr., $2,730* (ps). '55 Montclair station wagon, $1,700*, $1,350, $1,050; 2-dr., $1,560, $1,415*; Custom 2-dr., $1,115. '52 Custom 4-dr., $385*. '51 4-dr., $260*, $165*.
NASH—'56 Rambler station wagon, $1,450*. '55 Rambler 4-dr., $525. '53 Rambler 2-dr., $485.

Model Breakdown Of Auction Averages

Model	Apr., 1957 To Date	March, 1957	Feb., 1957
1957	$2,317	$2,350	$2,404
1956	1,640	1,686	1,721
1955	1,235	1,247	1,275
1954	888	886	906
1953	599	575	596
1952	390	377	388
1951	255	263	270
1950	207	202	199
Overall Average	$ 941	$ 946	$ 970

OLDSMOBILE—'56 (88) Holiday, $2,155*; 4-dr., $1,700*. '55 (88) Super 4-dr., $1,455*. '54 (88) 2-dr., $1,335* (ps), $1,330*, $945*; Super 2-dr., $1,260*. '53 (88) 2-dr., $590*, $505, $740*, $725*, $710*. '51 (88) 4-dr., $270*.
PACKARD—'55 (400) 2-dr., $1,540* (ps). '54 4-dr., $500* (ps).
PLYMOUTH—'57 Belvedere (8) club coupe, $2,285*. '56 Belvedere (8) 4-dr., $1,595*. '55 Belvedere (8) club coupe, $1,325*; station wagon, $1,310, '53 Cranbrook 4-dr., $500, $360. '52 Cranbrook 4-dr., $230.
PONTIAC—'56 Chieftain (8) 4-dr., $1,450*. '55 Chieftain (8) 2-dr., $1,325*, $1,215*. '54 Chieftain (8) station wagon, $1,165* (ps); Catalina, $890*; 4-dr., $755*, $695. '53 Chieftain (8) 4-dr., $600*, $525*. '52 Chieftain (8) 4-dr., $450*. '51 2-dr., $115. '50 Catalina, $185*.

LITTLETON, COLO.

(Denver Auto Auction. Sale every Friday. Prices are for sale of March 22.)

BUICK—'56 Century 4-dr., $2,170* (ps); Super 4-dr., $1,905* (ps); Special 4-dr., $1,835*, $1,610*. '55 Special coupe, $1,500*; Riviera, $1,400*. '54 Special 4-dr., $815*. '53 Super coupe, $705*; 4-dr., $695*. '51 2-dr., $230.
CADILLAC—'51 (62) 4-dr., $735*. '50 (61) coupe, $880*.
CHEVROLET—'57 Bel Air (8) Hardtop, $2,445*; Sport coupe, 2 at $2,300*, $2,225*, $2,175*; Two-ten (8) station wagon, $2,380*, $2,325; 4-dr., $1,075*. '56 Bel Air (8) 4-dr., $1,505; Two-ten (8) 4-dr., $1,500*, $1,275*. '55 Bel Air (8) Sport coupe, $1,650*; station wagon, $1,485*; Two-ten (8) 4-dr., $1,325*, $1,060. '54 Bel Air 4-dr., $850*; Two-ten 4-dr., $765*. '53 Bel Air 4-dr., $735; Two-ten 4-dr., $650*. '52 SL Deluxe Bel Air, $465*; club coupe, $285.
CHRYSLER—'55 NY sedan, $1,820* (ps); Nassau, $1,550*. '53 NY 4-dr., $480*. '51 Windsor 4-dr., $310*.
DeSOTO—'57 Sportsman, $2,710*.
DODGE—'55 4-dr., $940. '53 Coronet 4-dr., $470*; Meadowbrook 4-dr., $440*.
FORD — '57 Thunderbird, $3,418* (ps); Country sedan, $2,425*; Fairlane (8) 500 Victoria, $2,345*; Fairlane (8) Victoria, $2,325, '56 Fairlane (8) Victoria, $1,600*, $1,590*, $1,305. '55 Country Squire, $1,495; Ranch Wagon, $1,350, $1,335*, $1,275*, $1,175; Fairlane (8) 4-dr., $1,275* (ps); Main (6) 2-dr., $820. '54 Crest (8) Victoria, $915*; Custom (8) 2-dr., $775. '53 Crest (8) Victoria, $645*; Custom (6) 4-dr., $420. '52 Crest (8) Victoria, $405*.
LINCOLN — '56 Premiere coupe, $3,030* (ps).
MERCURY—'56 Custom Sport coupe, $1,485. '55 Montclair coupe, $1,450*. '54 Monterey coupe, $915*, $900*. '49 4-dr., $170, $105, $100.
NASH—'55 Ambassador 4-dr., $1,335*.
OLDSMOBILE — '56 (98) 4-dr., $2,400*; (88) 2-dr., $1,875*; Super 4-dr., $1,810* (ps). '55 (98) Holiday, $1,945* (ps), $1,815*, $1,480*; (88) Holiday, $1,388*. '54 (88) 4-dr., $1,070*. '53 (98) 4-dr., $805* (ps); (88) 4-dr., $685*.
PACKARD—'49 2-dr., $105.
PLYMOUTH—'57 Fury (8) sedan, $3,050* (ps); Plaza (6) sedan, $1,735.
PONTIAC—'56 Chieftain (8) Catalina, $1,550*. '55 Chieftain (8) station wagon, $1,370. '53 Chieftain (8) 4-dr., $525, $425*.
STUDEBAKER—'50 coupe, $120.
WILLYS—'48 Jeepster, $275, $250.
MISCELLANEOUS — '57 Chevrolet ½-ton pickup, $1,750*. '55 Ford ½-ton pickup, $610, $595. '53 Studebaker ½-ton pickup, $460.

N. LITTLE ROCK, ARK.

(Arkansas Auto Auction. Sale every Tuesday. Prices are for sale of March 26.)

(Sold 35 cars out of 98 offerings.)

CADILLAC—'52 (62) coupe, $1,100*. '48 (62) 4-dr., $125.
CHEVROLET—'56 Two-ten (8) 2-dr., $1,290. '54 Two-ten 4-dr., $750, $725. '53 Bel Air 2-dr., $675*; Two-ten 4-dr., $407; conv., $455. '51 Delivery sedan, $195. '50 SL Deluxe 4-dr., $150. '49 SL Deluxe 2-dr., $200. '46 2-dr., $112.
FORD—'57 Fairlane (8) 500 4-dr., $2,395. '55 Custom (6) 4-dr., $835. '54 Custom (8) 4-dr., $555. '53 Custom (8) 4-dr., $500; 2-dr., $360. '52 Main (6) 4-dr., $370; Custom (5) sedan, $295. '51 Custom (8) 2-dr., $335.
MERCURY—'55 Custom 4-dr., $1,075, $1,037.
OLDSMOBILE—'54 (88) 4-dr., $1,100*.
PLYMOUTH—'53 Cranbrook 2-dr., $385. '50 4-dr., $197. '49 station wagon, $240.
STUDEBAKER—'52 Champion 2-dr., $110.

ALBANY

(Tim Anspach Auto Auction. Sale every Monday. Prices are for sale of March 25.)

(Prices were irregular at today's auction. Sharp ready-to-sell cars of all years and makes a high dollar, but a drying-up of bids created a softer tendency on plain road-worn cars, and put the prices on the downside for this class. Trucks were selling better than in the past. There are plenty of customers for them at this time of the year. It is difficult to get dealer's invoice on any make of new car. Sold 136 out of 180.)

BUICK—'55 Special Riviera, $1,500*; 4-dr., $1,460* (ps); 2-dr., $1,450*. '54 Special 4-dr., $840. '53 Super 4-dr., $725* (ps), $710*, $700* (ps); Special 4-dr., $700, $660*. '51 Super 4-dr., $300*, $260*. '50 Super Riviera, $290*; RM 4-dr., $170.
CADILLAC—'56 Eldorado coupe, $4,110* (ps); (60) 4-dr., $3,625* (ps); (62) coupe, $3,570* (ps). '55 (62) conv., $2,750* (ps); coupe, $2,750* (ps), $2,610* (ps). '48 (61) 4-dr., $135*.
CHEVROLET—'57 Bel Air (8) 4-dr., $2,280*; Two-ten (6) station wagon, $2,060. '55 Bel Air (8) station wagon, $1,610*; 2-dr., $1,185*; Bel Air (6) 4-dr., $1,190* (ps); Two-ten (6) 4-dr., $980, $970, $950, $935; 2-dr., $1,110, 2 at $1,070. '54 Two-ten 2-dr., $900*, $825, $820. '53 Bel Air Sport coupe, $820*, $740, $665; 2-dr., $780*; Two-ten 4-dr., $650, $525. '52 SL Deluxe Sport coupe, $620; 4-dr., $290. '51 SL Deluxe Bel Air, $300; 2-dr., $210, $160, $155. '50 SL Deluxe Bel Air, $325*, $260; 2-dr., $225; 4-dr., $100; SL Special 2-dr., $110. '49 SL Deluxe 2-dr., $150.
CHRYSLER — '55 NY 4-dr., $1,750*. '49 Windsor 4-dr., $100*.
DeSOTO—'53 Firedome 4-dr., $600*.
DODGE—'54 Royal Sport coupe, $1,050* (ps). '53 Coronet 4-dr., $440*.
FORD—'57 Del Rio Ranch Wagon, $2,100. '56 Fairlane (8) Victoria, $1,810* (ps); conv., $1,725*; Custom (8) 4-dr., $1,450; Ranch Wagon, $1,400. '55 Fairlane (8) 4-dr., $1,100; 2-dr., $1,085; Ranch Wagon, $1,100; Custom (8) 4-dr., $1,010*, $980*. '54 Custom (8) 2-dr., $780; 4-dr., $725*, $700. '53 Crest (8) Victoria, $855*, $855, $800*; Custom (8) 2-dr., $690, $680; 4-dr., $885. '52 Custom (6) 2-dr., $450; Main (8) 2-dr., $270. '51 Custom (8) 2-dr., $340, $120; 4-dr., $300*; Victoria, $210. '50 Custom (8) conv., $220; 2-dr., $100.
MERCURY—'56 Montclair Hardtop, $1,990*. '55 Montclair conv., $1,440* (ps). '53 Monterey Sport coupe, $700. '50 Custom 4-dr., $190; 2-dr., $100.
NASH — '58 Rambler 4-dr., $1,765*. '55 Rambler station wagon, $1,250; 2-dr., $700. '51 Statesman 4-dr., $230*.
OLDSMOBILE—'57 (88) Holiday, $2,975* (ps). '55 (98) Holiday, $1,750* (ps), $1,650* (ps); (88) Super 4-dr., $1,580* (ps).

(Continued on Page 40, Col. 2)

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Here's how Pennzoil's service selling program can improve your trading position

If you find fixed expenses a tough nut to crack these days, the Pennzoil proposition offers *profitable* relief. This program gets right at the heart of new and used car profits, because it increases both the number of repair orders and the number of items per R.O. By building service profits that absorb overhead, it enables you to make trades more profitably and increases your net on all car sales.

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I like the idea, but I have to be convinced. Let's get together to talk it over.
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FIRM_____
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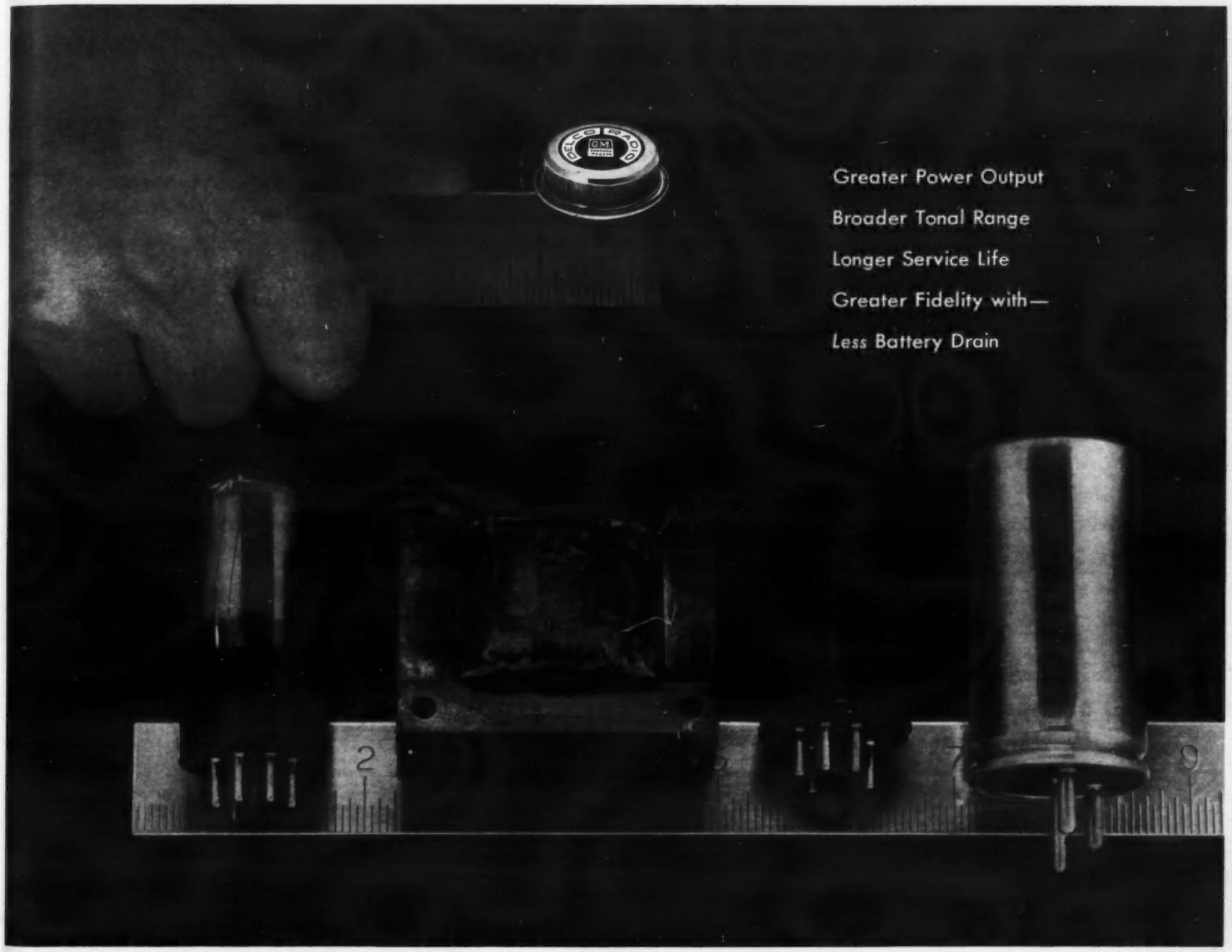

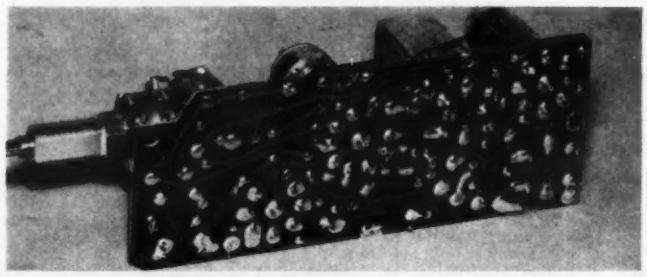

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Now—the Delco Auto Radio has more performance and sales advantages than any other make! That's the new Delco unit, made with the most powerful transistor used in auto radio.

Its clarity and dependability are unsurpassed—yet it operates on much less battery current than conventional tube-type sets. And, *no vibrator or rectifier is required!*

Not only does this conserve the battery—it puts less strain on all radio parts. They last longer and operate more efficiently. And there are no distracting background noises caused by mechanical devices working with high voltage.

Delco Radio's new, transistor-powered auto radio has been installed in hundreds of thousands of Chevrolets and Pontiacs where it has proved its ability to deliver long-lived, trouble-free performance under all driving conditions. It's another Delco Radio development that brings more pleasure to your customers and more profit to you.

DELCO RADIO

DIVISION OF GENERAL MOTORS, KOKOMO, INDIANA

WORLD LEADER IN AUTO RADIO

Rambler Promotion—

American Motors (Canada), Ltd., and J. Arthur Rank Screen Advertising Services of Canada, Ltd., have joined forces in a promotion featuring new Ramblers as grand prizes in the monthly "Tips" advertising program in movie theatres across Canada. Canadian Hudson and Nash dealers are cooperating with the 206 theatres in the joint promotion of Rambler and the "Tips" program. This on-set scene shows Teddy Forman, TV personality, pointing out Rambler features for the camera.

Used-Car Auction Prices

(Continued from Page 38)

'54 (88) Holiday, $1,450; (98) 4-dr., $1,300* (ps). '53 (98) Holiday, $880* (ps). '51 (98) 4-dr., $310*.

PACKARD—'52 Clipper 4-dr., $250*, $230*.

PLYMOUTH—'57 Plaza (6) 2-dr., $1,700. '55 Plaza (6) station wagon, $1,250; Savoy (6) 4-dr., $920. '54 Savoy 4-dr., $785*. '53 Belvedere coupe, $650. '52 Cambridge station wagon, $390; 4-dr., $170. '51 Cranbrook 2-dr., $260; 4-dr., $160, $130. '50 4-dr., $235, $160.

PONTIAC—'55 Chieftain (8) 4-dr., $1,400* (ps). '52 Chieftain (8) 4-dr., $375*, $330*. '50 (6) 2-dr., $120.

STUDEBAKER—'54 Regal station wagon, $700.

WILLYS—'48 Jeep and plow, $350.

MISCELLANEOUS—'56 Ford ½-ton pickup, $1,170. '55 Ford ½-ton pickup, $810. '54 Chevrolet ¾-ton pickup, $600. '53 Ford 1-ton pickup, $400. '50 Chevrolet ¾-ton pickup, $260; Dodge ¾-ton pickup, $235; Ford ¾-ton pickup, $210.

CHICAGO

(Arena Auto Auction, Sale every Tuesday. Prices are for sale of March 26.)

(Sold 182 cars out of 267.)

BUICK—'56 Special Riviera, $2,045* (ps); conv., $1,720* (ps); Super Riviera, $2,020* (ps). '54 Super Riviera, $1,275* (ps), $1,250* (ps), $1,230* (ps); Century 4-dr., $1,090*; RM Riviera, $1,090* (ps); Special 2-dr., $965*, $910*, $870*; 4-dr., $935*. '53 Special Riviera, $750* (ps), $625*. '51 Super Riviera, $355*; RM Riviera, $230*.

CADILLAC—'56 (62) conv., $3,859* (ps); sedan de Ville, $3,715* (ps), $3,645* (ps). '54 (62) conv., $2,350* (ps). '52 (62) coupe, $1,060*. '51 4-dr., $790*.

CHEVROLET—'56 Bel Air (8) Hardtop, $1,835*; 2-dr., $1,475; Bel Air (6) 2-dr., $1,270; Two-ten (6) 2-dr., $1,235. '55 Bel Air (8) Hardtop, $1,425*; 4-dr., $1,420*; Bel Air (6) Hardtop, $1,365; 4-dr., $1,190; Two-ten (8) Delray, $1,150*; One-fifty (6) 2-dr., $935. '54 Bel Air 4-dr., $925*, $885*; 2-dr., $800*, $765; station wagon, $785. '53 Two-ten station wagon, $805; 2-dr., $465*; Bel Air 4-dr., $725*, $685*, $575*. '52 SL Deluxe 2-dr., $380*; 4-dr., $345. '51 SL Deluxe 4-dr., $310*.

CHRYSLER — '57 Windsor 4-dr., $2,950* (ps). '53 Windsor 2-dr., $625*.

DeSOTO—'55 Firedome (8) 2-dr., $1,505* (ps), $1,405* (ps). '52 Firedome (8) 4-dr., $455*.

DODGE—56 Coronet (8) 2-dr., $1,595*. '55 Royal (8) 4-dr., $1,440* (ps), $1,350*. '54 Coronet (6) 2-dr., $840*; Meadowbrook 2-dr., $565. '53 Coronet (8) 4-dr., $455*, $420.

FORD — '56 Fairlane (8) 2-dr., $1,705*; Town sedan, $1,550; Custom (8) 2-dr., $1,340, $1,270, $1,220, $1,145. '55 Fairlane (8) Crown Victoria, $1,500; Victoria, $1,455*; 4-dr., $1,015; Town sedan, $835; Custom (8) 2-dr., $1,100; 4-dr., $1,075; Main (6) 2-dr., $820; Custom (6) 2-dr., $755*. '54 Crest (8) 2-dr., $800*; Ranch Wagon, $795. '53 Crest (8) conv., $555* (ps); Custom (8) 4-dr., $465*; 2-dr., $465*; 2-dr., $340*; Custom (6) 4-dr., $410.

HUDSON—'56 Hornet Hollywood, $1,765* (ps).

LINCOLN — '57 Premiere 2-dr., $4,100* (ps).

MERCURY — '57 Monterey Hardtop, $2,515*. '55 Monterey 4-dr., $1,310. '53 Monterey 2-dr., $715*; Custom 2-dr., $325*, $305*. '52 Custom Hardtop, $360*; 2-dr., $325*, $210.

NASH — '57 Rambler station wagon, $1,900. '55 Rambler 2-dr., $600. '53 Statesman 4-dr., $365*. '52 Statesman 2-dr., $295.

OLDSMOBILE—'57 (88) Holiday, $2,950* (ps), $2,750* (ps), $2,700* (ps). '56 (98) Holiday, $2,280* (ps); (88) Holiday, $1,975*. '54 (88) 4-dr., $1,410* (ps), $1,085*; Holiday, $1,300* (ps); 2-dr., $1,260*. '53 (88) 4-dr., $925*, $885* (ps) conv., $620*. '51 (98) Holiday, $240*.

PACKARD—'54 Clipper 4-dr., $530*. '53 Clipper 4-dr., $395*. '51 Clipper 2-dr., $415*.

PLYMOUTH—'57 Belvedere (8) 4-dr., $2,065*. '56 Belvedere (8) 2-dr., $1,775*. '55 Plaza (8) station wagon, $930*; 2-dr., $720; 4-dr., $675; taxi, $215. '54 Belvedere 4-dr., $720. '53 Cranbrook 4-dr., $610*, $495; Cambridge 2-dr., $410.

PONTIAC—'55 Star Chief (8) Catalina, $1,560* (ps); 4-dr., $1,350* (ps), $1,035*. '54 Star Chief (8) 4-dr., $1,080* (ps). '53 Chieftain (8) 4-dr., $560*, $550*, $465. '52 Chieftain (8) 2-dr., $400.

STUDEBAKER—'55 Champion 4-dr., $580. '52 Commander 4-dr., $310*.

FLINT

(Flint Auto Auction, Inc. Sale every Wednesday. Prices are for sale of March 27.)

(Prices remained unchanged except on unusually sharp cars. These were up slightly. Sold 119 out of 187.)

BUICK—'56 Special station wagon, $2,355* (ps); 4-dr., $1,810*; Super Riviera, $2,250* (ps). '55 Super Riviera, $1,505*; Special Riviera, $1,500* (ps), $1,490* (ps), $1,485*, 2 at $1,315* $1,180*; 2-dr., $1,160; Century 2-dr., $1,420*; 4-dr., $1,250. '54 Century Riviera, $1,285*; Super Riviera, $1,225*; RM 4-dr., $1,165* (ps); Special 4-dr., $1,095*; 2-dr., $825. '53 Super Riviera, $720, $650*. '50 Super 4-dr., $195.

CADILLAC—'55 (62) club coupe, $2,700* (ps). '51 (60) 4-dr., $710.

CHEVROLET — '56 Two-ten (8) Delray, $1,405; Two-ten (6) station wagon, $1,400; 2-dr., $1,200. '55 Bel Air (8) conv., $1,425* (ps), $1,365*; 4-dr., $1,150*, $805; Two-ten (8) station wagon, $1,415, $1,200; Bel Air (6) 2-dr., $1,060; Two-ten (6) 4-dr., $985*; 2-dr., $880. '54 Two-ten 2-dr., $725*. '53 Two-ten 4-dr., $700*; Bel Air 2-dr., $545*; 4-dr., $520; One-fifty 2-dr., $350; 4-dr., $300. '52 SL Deluxe club coupe, $280*. '51 SL Deluxe 2-dr., $190*; 4-dr., $140*.

CHRYSLER—'53 Windsor 4-dr., $315*. '52 Saratoga club coupe, $225*.

DeSOTO—'55 Firedome club coupe, $1,410* (ps); Firefite 4-dr., $1,215*. '53 Firedome 4-dr., $205.

DODGE — '55 Royal 2-dr., $1,130*. '53 Meadowbrook 4-dr., $225.

FORD — '56 Fairlane (8) conv., $1,715* (ps); 4-dr., $1,490*; 2-dr., $1,305*; Country sedan, $1,550*; Main (8) 2-dr., $1,175. '55 Fairlane (8) Crown Victoria, $1,465*; Victoria, $1,250*; 2-dr., $1,065, $950*, $855; 4-dr., $955; Ranch Wagon, $1,155*, $1,140; Custom (8) 2-dr., $985, $975; 4-dr., $745. '54 Country sedan, $1,050*; Custom (8) 4-dr., $820*; 2-dr., $730; Crest (8) 2-dr., $375*. '53 Custom (8) 4-dr., $505*; Main (8) 2-dr., $450. '52 Custom (8) 2-dr., $360, $270; 4-dr., $305*. '51 Custom (8) 2-dr., $230; $210; Deluxe (8) 2-dr., $225.

HUDSON — '55 station wagon, $980. '53 Hornet 4-dr., $355*.

LINCOLN—'55 Capri 4-dr., $1,480*.

MERCURY—'57 Monterey club coupe, $2,600*. '56 Monterey club coupe, $1,545. '55 Montclair club coupe, $1,295*, $1,290*; 2-dr., $1,085.

NASH — '55 Rambler station wagon, $1,200*.

OLDSMOBILE—'56 (98) Holiday, $2,375* (ps). '54 (88) Super Holiday, $1,425*; Deluxe Holiday, $1,330*; (98) Holiday, $1,290* (ps). '53 (98) Holiday, $925* (ps).

PLYMOUTH—'56 Belvedere (8) 2-dr., $1,415; 4-dr., $1,200*. '55 Belvedere (8) 2-dr., $1,020*; Plaza (6) 2-dr., $775; Belvedere (6) 4-dr., $400. '53 Belvedere 4-dr., $400; Plaza station wagon, $355*.

PONTIAC—'56 Star Chief (8) club coupe, $1,780* (ps). '55 Chieftain (8) Catalina, $1,320*; club coupe, $1,015*; Star Chief (8) 4-dr., $1,160*. '53 Chieftain (8) 4-dr., $555*; conv., $510. '51 4-dr., $225*.

STUDEBAKER — '54 Commander club coupe, $600*. '53 Commander 4-dr., $165.

WILLYS—'53 Jeep, $740. '47 Jeepster, $270.

MISCELLANEOUS—'56 Ford ½-ton pickup, $845. '55 Ford ½-ton pickup, $680. '54 Ford ½-ton pickup, $605. '53 GMC ½-ton pickup, $250. '51 Ford dump truck, $460.

DYER, IND.

(Dyer Auto Auction. Sale every Friday. Prices are for sale of March 22.)

(Market steady with last week; still soft on '55 and '56 models. Sold 246 cars out of 368 offerings.)

BUICK—'57 Special Riviera, $2,550*. '56 Special Riviera, $1,985* (ps), $1,930*. '55 Special station wagon, $1,700*. '54 Special conv., $1,025*; Riviera, $775. '53 Super Riviera, $715*; Special 4-dr., $535, $530; Riviera, $505.

CADILLAC—'54 (62) coupe de Ville, $2,465* (ps). '53 (62) coupe de Ville, $1,225* (ps). '51 (62) coupe, $835*; coupe de Ville, $750*; 4-dr., $725*; (60) 4-dr., $805*, $800*.

CHEVROLET—'57 Bel Air (8) coupe, $2,240*. '56 Bel Air (8) 2-dr., $1,585*, $1,115; Two-ten (8) station wagon, $1,560; Two-ten (6) 2-dr., $1,285. '55 Bel Air (8) coupe, $1,400*; Two-ten (8) 2-dr., $960*, $910. '54 Bel Air coupe, $1,025*; 4-dr., $985*, $650*; One-fifty 2-dr., $670; Two-ten 2-dr., $670, $545. '53 Two-ten station wagon, $545; 2-dr., $505, $450*. '52 SL Deluxe 2-dr., $370, $340, $240*, $160.

CHRYSLER—'56 (300) coupe, $2,565* (ps). '52 Imperial club coupe, $310* (ps). '51 Windsor 4-dr., $215*, $185*; club coupe, $165*.

DeSOTO—'53 Firedome 4-dr., $355* (ps), $345* (ps). '52 Sportsman coupe, $160. '49 Deluxe 4-dr., $190.

DODGE—'55 Royal Diplomat, $1,410* (ps); Coronet Diplomat, $1,235* (ps); 4-dr., $925. '53 Meadowbrook 2-dr., $450, $295*. '52 Wayfarer 2-dr., $125.

FORD—'57 Fairlane (8) 500 Victoria, $2,300*; 2-dr., $1,980 (ps); Custom (8) 2-dr., $1,595, $1,550. '56 Ranch Wagon, $1,575*; Fairlane (8) 4-dr., $1,485*, $1,465* (ps), $1,385; Victoria, $1,450*; Custom (8) 2-dr., $1,400*, $1,270; Custom (6) 2-dr., $1,120. '55 Fairlane (8) Victoria, $1,185; 4-dr., $1,185*; Custom (8) 4-dr., $955, $910, $900, $895.

HUDSON—'54 Jet sedan, $465. '53 Hornet club coupe, $345*. '52 Hornet 4-dr., $400*.

KAISER—'52 Manhattan 4-dr., $145*.

LINCOLN—'55 Capri coupe, $1,595* (ps). '53 Cosmopolitan 4-dr., $615* (ps). '51 4-dr., $145*. '50 4-dr., $105*.

MERCURY—'57 Montclair Hardtop, $3,070* (ps); Monterey Hardtop, $2,900*. '56 Montclair coupe, $1,825* (ps). '55 Montclair coupe, $1,495* $1,490* (ps); Monterey 4-dr., $1,355*, $1,070*; coupe, $1,235*; 2-dr., $1,145.

NASH — '57 Rambler Cross Country, $2,215*. '55 Rambler Country club, $945*. '53 Ambassador Country club, $700*, $505*; Statesman 4-dr., $375. '51 Ambassador 4-dr., $260*.

OLDSMOBILE — '56 (88) Super Holiday, $2,195* (ps), $2,110* (ps). '55 (98) Holiday, $1,785 *(ps); (88) Holiday, $1,670* (ps), $1,495*; Super 4-dr., $1,390* (ps), $935* (ps); 4-dr., $710*, $505.

PACKARD—'54 Clipper 4-dr., $850*. '53 4-dr., $615*, $560*.

PLYMOUTH—'56 Fury (8) coupe, $1,955*; Belvedere (8) 4-dr., $1,575*. '55 Belvedere (8) coupe, $1,205*; station wagon, $1,200*; 4-dr., $1,055*; Savoy (8) 4-dr., 2 at $900, $880. '54 Savoy station wagon, $675; 4-dr., $300*.

(Continued on Page 41, Col. 1)

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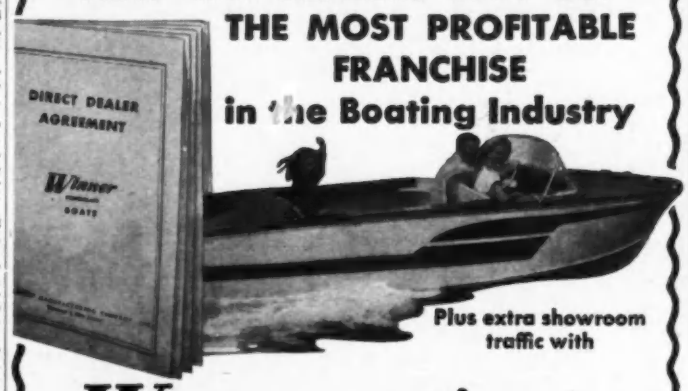

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Used-Car Auction Prices

(Continued from Page 40)

PONTIAC — '55 Star Chief (8) Catalina, $1,480*. '53 Chieftain (8) 4-dr., $500, $495. '52 Chieftain (8) 4-dr., $360*. '51 conv., $275*; 4-dr., $175*. '50 4-dr., $105.
STUDEBAKER—'57 Golden Hawk coupe, $2,420*. '55 Champion 4-dr., $800. '53 Champion coupe, $495*, $450*, $425*; Commander Land Cruiser, $300.
WILLYS—'56 station wagon, $1,375.
MISCELLANEOUS — '55 Austin - Healey Sports coupe, $1,600*.

* * *

— *Auctions in Brief* —

DANVILLE, VA.

Danville Auto Auction, Sale every Wednesday (March 27). We had an excellent sale as there was an extreme shortage of nice, clean cars; even the rough ones sold for better than average prices. Sold 124 out of 168.

* * *

CHICAGO

Greater Chicago Auto Auction, Sale every Thursday (March 28). Sold 306 cars out of 458 offerings.

* * *

PEABODY, MASS.

Peabody Auto Auction, Inc. Sale every Thursday (March 28). We had a really fast sale today thanks to clear, sunny weather. Our percentage sold, 105 out of 152, was high, and prices were steady.

* * *

EBENSBURG, PA.

Ebensburg Auto Auction. Sale every Thursday (March 28). Prices good and deman and interest at season's highest. Sold 96 out of 104.

* * *

NEW YORK CITY

Skyline Auto Auction, Sale every Tuesday (March 26). Market still strong on good, clean late-model cars. Rough units are bringing only what they are worth. Sold 107 out of 153.

* * *

OMAHA

Richard Abel Auto Auction, Sale every Thursday (March 28). Prices up on '50 through '53 models. '56s slow.

* * *

MASON CITY, IA.

Central States Auto Auction, Sale every Wednesday (March 27). Supply of new cars ample. Shortage of sharp used-cars. Sold 73 percent of consignments.

* * *

SYRACUSE

Syracuse Auto Auction, Sale every Wednesday (March 27). Today's sale was a terrific affair. We could have used many more clean late-model cars. Sold 84 out of 123.

* * *

WINDSOR, VA.

Windsor Auto Auction, Sale every Thursday (March 28). This was the largest sale this auction has ever had. There were plenty of good, clean cars of all makes and models, and the auctioneers worked hard to see that every one got a good price.

* * *

INDIANAPOLIS

Ken Schaefer Auto Auction, Inc. Sale every Thursday (March 28). No change here in the market. Clean cars brought top dollar as buyers were active from start to finish. Sold 87 percent of our '52 and older models, and 60 percent of our '53 and newer models.

* * *

MANHEIM, PA.

Manheim Auto Auction, Sale every Friday (March 29). The market was very strong today as 365 cars found other homes out of 444 offerings.

* * *

BEL AIR, MD.

Bel Air Auto Auction, Sale every Thursday (March 28). We had a really good sale today with 90 percent of entries sold. Clean merchandise brought top dollar.

* * *

WAREHOUSE POINT, CONN.

Southern Auto Sales Inc. Auction, Sale every Wednesday (March 27). Business was good at out sale this week. We had a nice consignment of cars and plenty of buyers. Market holding steady as we sold 213 cars out of 296 offerings.

* * *

SEATTLE

South Seattle Auto Auction, Sale every Wednesday (March 27). Lots of action, but we need more cars. Sold 139 out of 218 offerings.

* * *

PORTLAND, ORE.

Portland Auto Auction, Inc. Sale every Tuesday (March 26). Sold 199 cars.

* * *

FT. WAYNE, IND.

Fort Wayne Auto Auction, Sale every Tuesday (March 26). Sold 24 cars.

* * *

LITTLETON, COLO.

Colorado Auto Auction, Sale every Monday (March 25). Sold 81 cars.

Plymouth Control Tower—

Using "electronic brain" and teleprinter equipment, Plymouth has installed a new system of scheduling orders at its main plant in Detroit. Information on body types, color and optional equipment is transmitted automatically from this tower to 36 assembly stations in the plant. Except for initial operation of transferring data from the dealer order to a tabulating punch card, all "paper" work in the production of a Plymouth is done automatically.

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Conn. Dealers Fight Bill to Ban Insurance Sales

HARTFORD. — Connecticut auto dealers packed the gallery of the House last week at a public hearing on a bill which would prevent dealers from selling insurance on cars they retail.

Backing the measure is the Connecticut Assn. of Insurance agents. At the hearing, dealers outnumbered insurance agents by more than 200, according to Carl R. Lane, executive vice-president of the Connecticut Automotive Trades Assn., Inc.

Lane testified in opposition to the proposal.

He charged that the measure would drive dealers out of a business they have been engaged in for years.

"Our members believe a commission should be earned and not legislated," Lane said.

Joseph Santan, Mystic, president of the dealer association, said the bill would work a hardship because dealers are open nights and weekends and can readily place insurance for car buyers, while insurance agents "keep bankers' hours."

Senate Republican Leader Elmer S. Watson, himself an insurance man, spoke out against the proposal.

"I think there is enough business for everyone and the auto dealers are entitled to their share," Watson said.

The bill has not yet been reported out of committee.

Lube Engineers Meet Apr. 14-17

DETROIT. — "Automation and Automotive Lubrication" will be the theme of the convention of the American Society of Lubrication Engineers to be held here Apr. 14-17, at the Sheraton-Cadillac Hotel.

More than 60 papers will be presented at 22 technical and educational sessions.

About 2,000 registrants are expected. Exhibits will be presented by more than 35 industrial firms.

Ounce of Prevention

MITCHELL, S. D. — A drop of water touched off a fire that did $60,000 damage at Iverson-Max Motor Co. The drop fell on a trouble lamp, causing the lighted bulb to break. The shattered bulb ignited an automobile gas tank, causing it to explode. Five cars, three of them new, were destroyed.

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COLD DRAWN BUTT WELDED

Some Dubious of Quotas . . .

Ford Dealers View Signed Sales 'Targets'

(Continued from Page 8)

dustry, 26.0 (19.0), and industry units, 176,441 (204,671).

* * *

DEALERS then are asked to complete this statement: "Considering the above data, my estimate of the sales necessary to accomplish my objective is: ———new cars, or an average of———cars per month."

"In addition to maintaining a balanced stock of Types, Engines, Options and Accessories in order to avail myself of all kinds of buyers, I plan to take action as indicated below."

The dealer then is asked to indicate the numbers of sales managers, new-car salesmen, used-car salesmen, combination salesmen and demonstrators he now has and the number he expects to have later this year. Dealers are verbally advised as to what the size of their sales force should be. This information was in writing in the "Objectives" of other years.

On a separate page, the dealer is asked to detail his '57 plans for accomplishing his objectives, discussing (1) training, (2) solicitation, (3) demonstrations, (4) promotion and advertising, (5) morning sales meetings, (6) compensation plans, (7) fleet sales and contact, (8) trading practices, (9) retail financing, (10) facilities and (11) management.

On a page headed "Truck Sales Objectives—1957," the dealer is supplied the same information about trucks and asked to outline his plans for achieving his quota, touching on the same points.

* * *

'Fully Competitive'

DISCUSSING "Used Car and Truck Sales Objectives—1957," the booklet continues, "Realizing the vital importance of a successful used-vehicle operation to the attainment of my overall sales and profit objectives, I plan to make my used-car and truck department fully competitive with other successful used-car operations in my locality in—facilities, appearances and display, sales management, promotion, aggressive sales effort.

"Further, recognizing that the most profitable used car and truck operations are based on rapid turnover of inventory and prevention of over-age units, I will give real attention to this phase of my business and will strive to maintain not more than ..... days' supply of used cars, ...days' supply of used trucks and to sell my used vehicles before they attain an inventory age of ..... days."

Dealers are then asked to write their plans for accomplishing these aims, discussing (1) size, location and appearance of lot, (2) identification, (3) reconditioning, (4) records, (5) merchandising methods, (6) advertising, (7) management, (8) sales manpower and (9) bull pen.

In the section headed, "Parts and Labor Sales Objectives," the booklet pledges dealers to the following: "Realizing that the proper servicing of Ford cars and trucks is not only essential for continuing owner satisfaction but that parts and labor sales contribute substantially to the profits of the dealership, I plan to give concentrated attention to this important phase of my business during 1957."

He is told what his labor and parts sales were during 1956 and the percent by which he missed this objective, as well as the number of Ford cars of the model years 1937 through 1956 that were in his trading area and the amount of parts and service he should sell for each of these units.

* * *

FROM this information is computed the dealer's quota of parts and labor sales for 1957—50 percent and more above his '56 sales in some cases—and the amount of parts and labor he should sell each month.

Again, the dealer is asked to outline his plans for accomplishing these quotas, touching on (1) wholesale parts solicitation, (2) stock control, (3) weekly specials, (4) tie-in sales, (5) circle check, (6) choke cards, (7) customer followup and (8) training.

Discussing the dealer's parts and labor sales objectives, the booklet continues, "Considering the seasonal pattern of selling parts and service customers in my trading area, I anticipate a monthly breakdown of my parts and labor sales objectives as follows."

He then agrees that his parts and labor sales should be 7.7 percent of the total quota in January, 7.9 in February, 8.5 in March, 8.2 in April, 8.1 in May, 8.5 in June, 8.1 in July, 8.7 in August, 8.2 in September, 8.9 in October, 8.6 in November and 8.6 in December.

* * *

Cost Control Pledge

UNDER the title of "Cost Control Objective," the dealer agrees that "Recognizing that every dollar of non-productive expense saved is a dollar of profit earned and realizing the importance of controlled costs in maintaining a competitive trading position and making maximum profits, I will budget and control my expenses consistent with my sales and gross profit opportunities during 1957."

He is told to detail his plans to improve his profit position, touching on his (1) daily operating control, (2) expense control, (3) purchase control and (4) monthly budget.

The last page of the booklet, entitled "Profit Forecast," asserts: "Actual profits realized in 1957 depend upon aggressive and efficient management in all phases of dealership operation.

"One of the most important keys to a successful operation is the selection, training, and motivation of good personnel. Your aims and policies must be communicated to those individuals in your dealership upon whom you depend for help in accomplishing the goals you have set. In turn, these individuals must be properly rewarded for their efforts. An organization is only as strong as the people who are a part of it."

The dealer is then asked to estimate his gross operating profit for 1957, explaining how much will come from each source and how much his direct sales expense, parts and service expense and indirect expense will be.

The 10 charts compare the dealer's performance to the performance of all other Ford dealers in his metropolitan area in relation to new-car sales, new-truck sales, parts sales, labor sales and return on investment.

Several dealers said the return-on-investment chart was the only one in which they did better than the average of the other dealers in their area.

* * *

Ford Calls New Pact Best in the Industry

DEARBORN. — Henry Ford II, president of Ford Motor Co., announced the new Ford franchise last week and said he was convinced that it was the best in the industry.

(Most of the points of the franchise were covered in AUTOMOTIVE NEWS Apr. 1.)

Ford said that the agreement affirms the policy of dealing fairly with dealers and requires dealers to notify the dealer policy board of any acts that are not in good faith.

He added that the agreement no longer provides that a dealer's performance is to be measured by "the company's satisfaction." Objective criteria, he said, are provided for appraising such subjects as dealer's sales performance and adequacy of his facilities.

Ford said that although the company's policy under the existing agreement has been to measure a dealer's performance by objective standards, the new agreement has now spelled this out.

Bell Urges Code of Ethics At Storm-Hit Neb. Conclave

OMAHA.—The worst blizzard in Nebraska in 35 years cut attendance to only 130 at the Nebraska New Car Dealers Assn. convention.

Those who braved the icy highways heard Frederick J. Bell, NADA executive vice-president, call for a strict and enforceable code of ethics.

"NADA should adopt and enforce a code of conduct on the same ethical plane as done by the bar association, doctors and bankers," Bell said.

There are many dealers "who are not very good business men," Bell added. "They can and do give the industry a bad name. You can't kid the customer and you shouldn't try."

"A strict code of ethics will be established, providing members want it," Bell said.

In other observations, Bell said: Factory-dealer relations had improved.

Doubted there will ever be automobile supermarkets where buyers can choose from a variety of makes.

Said he believes Detroit has plans for small cars in the "bottom right-hand drawer" and will bring them out when it appears Americans are ready to accept them.

Urged dealers to get more young men interested in automotive retailing.

H. P. Smith, Omaha, was advanced from first vice-president to president, succeeding Roy Kizzier of Holdrege, who will be on the executive board.

D. D. Davis, David City, was named first vice-president and Floyd W. Pohlman, mayor of Auburn, was elected second vice-president. Arthur Borror, Alliance, was chosen secretary-treasurer and Dale Payne, Omaha, renamed manager.

The above officers and W. N. Neff, Fremont, make up the executive board.

The association's Distinguished Service Award went to the late Thomas E. Kokjer, Sidney. His son Thomas jr., accepted.

Consumer spending in 1957 will give dealers plenty of margin to achieve possibly the second-best sales year in history, the dealers were told by Charles R. O'Donnell, regional sales vice-president of Universal CIT Credit Corp.

The real key to profits, however, is sustained selling effort, O'Donnell said.

Nuns Cite Dealer—

The annual service award of Guadalupe Community Center, San Antonio, presented for the first time this year, has been voted to Newt Godfree, right, partner and general manager, Dumas-Milner Chevrolet Co. Godfree was selected for his outstanding charitable support and services in behalf of the center. Godfree accepts the plaque from Sister Margaret Mary, executive director of the center, while Walter Corrigan and Mrs. J. C. Nelson, board members, look on.

AUTOMOTIVE WORLD

5 YEARS

of Service to Exporters Promoting American Products in World Markets

With the April 1957 issue Automotive World celebrates its 5th anniversary.

31% Increase

The largest advertising volume in its history... 31% increase over the biggest issue in 1956.

89 pages of advertising

Editions in English and Spanish 40,000 monthly circulation worldwide.

AMERICAN EXPORTER PUBLICATIONS

NEW YORK, N. Y.

Buick Dealers Rip Factory Stores

Charge Unfair Selling In Detroit and Flint

DETROIT. — A storm of protest has arisen from Buick dealers in the Detroit and Flint areas over what they call the "too-competitive" operations of the three Buick Factory Retail Stores.

The Buick Dealers Assn. of Detroit is asking for complete elimination of the Detroit store. Buick dealers in several towns surrounding Flint are asking that the aggressive sales and advertising practices of the two Flint Buick stores be curtailed.

Bearing the brunt of dealer charges is a special factory promotion campaign—Operation 65—in which the stores attempt to sell 65 cars in a week.

The Buick dealers claim that this has resulted in a flood of direct mail and radio advertising from the retail stores into the market areas of other dealerships.

A Buick official said Operation 65 had been discontinued in Detroit but that it was still under way in Flint.

Detroit Buick dealers made their latest protest against the Buick Retail Store early in February, asking Albert H. Belfie, general sales manager, that a meeting be held to discuss discontinuance of the store.

Suddenly, on March 28, the factory officials notified the Buick dealers that they would meet them the next day to discuss the matter. But the dealers asked for a later meeting on the grounds that some of their members were out of town and that they were not completely ready to present their case.

The dealers do not know when, or if, another meeting will be held. The dealers have held several meetings to prepare their arguments.

Detroit Buick dealers have been particularly critical of the competition from the Retail Store because it is in a partly depressed neighborhood that furnishes few Buick buyers and the store must draw its business from other sections of the city.

However, several Buick dealers in Detroit said that up until recently the store had been a very dignified operation and that they are not critical of the Retail Store officials who have participated in most association affairs in a cooperative manner.

What has upset both the Detroit and Flint-area Buick dealers is the advertising theme of Operation 65 which advises all prospects not to buy a Buick from any dealer until "you get the price of the factory outlet."

One dealer said that an advertisement carrying this theme has 20 times the pulling power of an ordinary dealer's ad.

He said that a retail store has another advantage over a dealer in that it can write off used-car losses.

Flint-area dealers whose market areas have been flooded with Retail Store postcards and radio spot announcements, have complained to NADA, to the factory on personal visits and to zone officials.

—JOSEPH M. CALLAHAN.

Tampa Tribune To Give Dealers Local Ad Rate

TAMPA, Fla. — The Tampa *Tribune* has dropped its policy of charging local dealers national advertising rates for ads on new and used cars.

In a letter to the Tampa Automobile Dealers Assn., the paper said all local passenger-car and truck advertising placed and paid for by dealers over their individual signatures now will be accepted at retail-store contract rates.

At the same time, the *Tribune* eliminated a clause providing that only franchised dealers can advertise current-model cars for 90 days after the announcement of the new models.

BILLBOARD SELLING POWER!

IT'S FLAT

• Stag Stencil . . . revolutionary mechanical pencil with extra-large area for your message.

Actual Size

• Pencils, caps and printing inks in many attractive color combinations.

• Choice of Pocket or Pad Clip.

• Advertising message printed in one or two colors . . . or embossed in 24K gold . . . keeps your name permanently in the spotlight.

• An official request on business letterhead will bring sample promptly. *No Jobbers Please*

Slencil

41 Read Ave., Orange, Mass., U.S.A.

MEMO To

FORD AND CHEVROLET DEALERS

We are interested in making suitable connections for local deliveries on a

TRADE

basis throughout the country to supply new cars for our leased fleet. (Since these cars will be used locally your service shop can benefit also.)

Contact Ben Geller

EMKAY, INC.

6850 Cottage Grove Avenue

Chicago 37, Illinois

Phone: MUseum 4-6969

BYRON STONE WICHITA

THE FINEST QUALITY INDIVIDUALIZED DEALER NAME PLATES

are made by

Norgren-STEMAC, Inc.

(FORMERLY STEMAC, INC.)

1281 So. Cherokee, Denver 23, Colo.

Ask for typical sample, complete details

POWER-PACKED SALES ACTION with an

USED CAR RTC FULL 1 YEAR GUARANTEE FRANCHISE

You're "loaded for bear" when you have the RTC guarantee plan for ammunition. Here's the guarantee that melts customer resistance and builds volume sales. Backed by a nationally-known insurance company, RTC guarantees your customer complete protection for one full year against major repairs.

RTC-Guaranteed cars command premium prices even in the most competitive markets and have fewer repossessions because of unexpected repairs. Eliminate your after-the-sale repair losses, let RTC pay the repair bills and keep your customers "sold." Write today for further information!

RTC PAYS IN FULL for the following mechanical repairs, parts and labor:

MOTOR • CLUTCH

REAR AXLE

STANDARD TRANSMISSION

AUTOMATIC TRANSMISSION

STEERING • BRAKES

Valid Throughout the U.S.A.
No Mileage Restrictions

REGISTERED-TESTED CARS, Inc.

The Nationwide Auto Warranty Service

122 Brighton Avenue, East Orange, N. J.

Limited number of District Managerships available

The New 1957 Mobilette

REDESIGNED

FOR THE LONG, LOW '57 AUTOMOBILES

RE-ENGINEERED

FOR MAXIMUM REFRIGERATED CAR AIR CONDITIONING

The industry pace-setter—now with *even more* exclusive features. Push-button controls, two 2-speed fans, three 360° adjustable louvers—and now the Mobil-D-Icer! Top performance, low cost—and you *can* take it with you!

Miss Model-D-Icer of 1957

WRITE OR WIRE FOR ILLUSTRATED BROCHURE AND PRICE INFORMATION

MOBIL-AIRE MANUFACTURING COMPANY

BOX 122 • DENISON, TEXAS

Dealers Push the Tiny Type Gimmick . . .

Long Stretch for Car Customers

(Continued from Page 2)

stirring up the market for them," he said, "but what do they do—they scream."

* * *

FORTUNATELY, not all dealers find it necessary to use such devices. Intelligent ads and institutional presentations are increasing.

In Alexandria, Va., Lanier Buick Co. pictured five of its salesmen who total "160 years of selling experience." And in Edmonton, Alta., Burrows Motors, Ltd. (Dodge-DeSoto), outlined its standards on sales, financing, service and advertising. It declared: "Our policy —the golden rule."

Woods Ford, Tupelo, Miss., inserted pictures of 25 members of the organization in a second-anniversary ad. "No matter whom you meet at Woods Ford, you'll find experience that counts," the ad said.

Another Mississippi outlet, Jay-Jay Motor Co., Inc. (Buick-Chevrolet), Gulfport, said: "Serving you for 25 years. We don't claim to sell for less; we claim the deal we give is best." The ad spotlighted the firm's service department.

* * *

ANOTHER of Jay-Jay's anniversary ads explained a novel idea to illustrate the importance of the company's payroll to the community. For 30 days the firm said it would pay its employes in $2 bills, putting about $25,000 worth of such bills in circulation in the area.

Jay-Jay urged other merchants to keep the bills in circulation "to show just how far out into the economy of this section a payroll of this size will reach."

Elsewhere in auto advertising, Courtesy Dodge-Plymouth, New Orleans, repeated its offer of a 1957 Plymouth for $1,492. A rival Plymouth dealer has offered a $50 reward to anyone who can buy a car for that price.

* * *

IN MIAMI, All-Miami Ford advertised new cars for $5 a week for 52 weeks. The buyer then would "resume the company's low monthly payments, interest included." A '54, '55 or '56 tradein was stipulated.

It was a "Once-in-a-blue-moon" sale at Tag Galyean (Dodge-Plymouth), Charleston, W. Va., and a salesmen's sale at Colonial Chevrolet, Wilmington, Del. Colonial hastened to add it was selling Chevrolets, not salesmen.

Purchasers of Fords or Monarchs from Healy Motors, Ltd., Edmonton, Alta., were offered a 14-foot boat with a trailer or a 12-footer with an outboard motor as a premium.

"Overstocked" sales were common. Some dealers said they had lost their leases; others mentioned lack of storage space.

Rich Chevrolet, Inc., Huntington, W. Va., had perhaps the best explanation. "We have over a quarter of a million dollars worth of new cars in stock (and) that's too many," Rich declared.

* * *

Chicago BBB Requests Dealer Ad Corrections

CHICAGO.—Two more Chicago automobile dealers have been asked by the Better Business Bureau to "correct" their advertising.

Mid-State Motors, Inc. (Ford), has been asked to make an appropriate "correction" and to supply the BBB with written assurances regarding future advertising practices. The bureau said it made the request after investigating the firm's advertisement offering a "New 1956 Ford" at $1,488. The advertisement, which the bureau reproduced in its publication, *The Report*, also offered the car at "no money down . . . with est. credit . . . no trade needed."

According to the BBB, an investigator found the car to be priced at $1,709 instead of the advertised $1,488. *The Report* said a salesman explained that $1,488 was base price and the "air cleaner, oil filter, three-tone paint and heater, plus the 3 percent tax, bring it up to $1,709." The salesman then tried to interest the bureau shopper in a 1957 Ford at $1,895, BBB said. Another bureau investigator reportedly was told that either a downpayment or a tradein would be required.

Louis D. Arkow, Inc. (Dodge-Plymouth) also has been asked by the bureau to publish a correction admitting that it would not sell a '56 two-door sedan, "a real nice one-owner car like new," for $1,300 that "can be financed by our bank."

The same day the advertisement was published, a bureau investigator responded and was told by a salesman "that '56 Mercury for $1,300 was sold this morning to the automobile auction dealer, and it was such a poor car we wouldn't have it on our lot," BBB said. The salesman then attempted to interest the shopper in other 1956 Mercurys, priced at $1,595 and $1,795, not $1,300, BBB said.

Two days later, according to the bureau, the advertisement was repeated, so BBB contacted an officer of the firm. He said $1,300 represented the amount which might be financed, not the full price, and he claimed the car had been available. He could not explain why the salesman had reported the automobile to be "sold," BBB said.

Don't Sacrifice Principles Or Profits, Sutter Urges

(Continued from Page 3)

elected for a second term, called upon the dealers to restore faith to the public through sane and sensible selling.

"This responsibility lies with the dealers themselves," he said. "Factories are making sincere efforts to restore dealer cooperation through dealer relations boards. Our success in the future will depend largely on a strong RIADA and a strong NADA."

Dunne also thanked State Sales Tax Administrator Frederick Langton for his cooperation in the elimination of the sales tax on cars used by dealers solely for demonstration purposes.

Lt. Gov. Armand H. Cote told the dealers he felt the State sales tax on tradeins was discriminatory and should be abolished. "I sincerely hope this adjustment can be made," he added.

Robert W. Pierce was reelected vice-president, and Philip Desrochers (Chevrolet), Providence, was renamed treasurer. A new director, in addition to Alice Cummings, Newport is Charles W. Criss (Oldsmobile-Cadillac), Providence.

Three Spring Colors Added by Pontiac

PONTIAC. — In keeping with car buyers' desire for bright and fresh colors, Pontiac in April will introduce three new spring colors.

The new hues will be cascade blue, mayfair yellow and iris. Pontiac will continue to offer the same range of other color combinations.

Obituaries

Wayne F. Strong

PORTLAND, Ore. — Wayne F. Strong, 49, president of Iron Fireman Mfg. Co., died March 27. Authorities said he took his own life following severe strain in reorganizing the company.

* * *

Frank G. Romines

MADISON, Wis. — Frank G. Romines died Feb. 19 after a heart attack. He was used-car manager for Hult's Capital Garage, Inc. (Chevrolet).

* * *

Frank S. Barker

CHATTANOOGA, Tenn. — Frank S. Barker, 69, used-car manager for Newton Chevrolet Co. here for 25 years, died March 21 after an extended illness.

* * *

Ray Shelton

DALLAS. — An insurance agent and former Chevrolet dealer, Ray Shelton 70, died March 24. He entered the auto business here in 1921 as head of Shelton Chevrolet Co., which he operated for several years. Mr. Shelton had been in the insurance and finance business since 1930 and was a partner in Ray Shelton Insurance Agency at the time of his death.

* * *

Alton Price Moore

AMARILLO, Tex.—Alton Price Moore, a Ford dealer for 11 years, is dead. Mr. Moore was a past president of the Panhandle Rotary Club and manager of a Little League baseball team.

* * *

H. Russell Weill

ATLANTA. — H. Russell Weill, president of Russell Weill Distributing Co., automotive parts company, died after a long illness.

* * *

E. L. Simpson

CLARKSBURG, W. Va.—E. L. Simpson, 61, an International Harvester dealer for 21 years and a GMC dealer in Fairmont, W. Va., for five years, died in a Pittsburgh hospital after a three-month illness. Mr. Simpson had served several years as an IH district manager before becoming a dealer here in 1928. His son, William W. Simpson, is a GMC dealer here.

Fleet Deal in New Orleans—

The largest single order of Cadillacs ever delivered in New Orleans was the purchase of 32 Series 75 sedans by the Ambulance and Funeral Service, Inc., through Pontchartrain Motor Co., New Orleans. The cars are shown parked on the roof of dealership's three-acre building. W. J. Willkomm of Pontchartrain Motor participated in the delivery of the cars.

Parts, Service to Receive New Stress At Mercury

DEARBORN.—Increased emphasis on parts and service highlights an organizational realignment of activities in Mercury's general marketing office announced yesterday (Apr. 7) by George S. Coats, general marketing manager.

E. A. Erickson, formerly central regional sales manager, has been appointed national parts and service manager. Assisting him in a newly created post of parts and accessories operations manager is Richard S. Hanel who has been promoted from marketing administration manager.

Reporting to Hanel will be the parts, accessories and service sales department, the depot operations department and the parts and accessories controller. E. D. Longenecker, technical service manager, will report directly to Erickson.

A veteran of more than 30 years in the auto industry, Erickson joined Lincoln-Mercury in 1947 as parts and accessories manager. For two years prior to his return to America last December, Hanel was president of Ford (France) S. A. He joined Ford division in 1949 as manager of the product facility and programming department.

R. R. Nadal

E. A. Erickson

Succeeding Erickson as central regional sales manager is R. R. Nadal, formerly dealer affairs manager. Nadal will direct sales activities in the Detroit, Cleveland, Cincinnati, Pittsburgh and Buffalo sales districts. He joined Ford Motor Co.'s sales staff in 1946.

A. H. Crowley

J. R. Maroni

A. H. Crowley, veteran Mercury sales executive who joined Ford in Boston in 1926, has been named dealer affairs manager. He will be responsible for all major areas of dealer relations and will provide liaison with the dealer policy board of Ford Motor Co.

J. R. Maroni, formerly on the staff of the executive vice-president, car and truck divisions, has been appointed Mercury marketing analysis and planning manager replacing R. W. Chambers, who recently was named market representation and planning analysis manager for the company.

U. S. Car Exports Drop While Britain's Go Up

DETROIT.—While Britain's car exports rose in February, U. S. shipments fell below both January and February, 1956, it was disclosed last week.

The Society of Motor Manufacturers and Traders announced that British car exports totalled 28,400 in February, 1957, compared to 26,040 in the same month of last year.

U. S. car consignments abroad amounted to 13,093 in February, 1957; 17,367 in January, 1957, and 24,244 in February, 1956. These data were obtained from the Automobile Manufacturers Assn.

GIVE YOUR CARS THAT "SHARP, CLEAN, WORTH-EVERY-DOLLAR LOOK"!

INSTALL THESE

ACE REAR FLOOR REPLACEMENT MATS

New! Exclusive! Individually packaged!

ACE REAR AUTOMATS

QUALITY RUBBER MATS

Shapes and sizes to fif all makes and models. Really fit like originals, with complete rear floor contour coverage. Beautiful carpet textured rubber with heavy felt backing.

BUY THEM — to dress up your used cars, whistle clean.

SELL THEM — in accessories department for fat profits.

ACE Sets the Pace®

Write for Jobbers Name and Prices

ACE RUBBER PRODUCTS, INC.

103 Beech St. Akron 8, Ohio

THE FIRST "NEW LOOK" PENNANTS

in over 2,000 years

Send for our free literature illustrating the largest line of traffic stoppers ever manufactured under one roof. Make your place stand out like a sore thumb. You get attention with Myrlo products.

MYRLO CO.

Dept. N, 1231 Main Ave.

Cleveland 13, Ohio

AT LAST!

THE BOOK THAT GIVES

WHOLESALE COSTS of all NEW 1957 CARS and EQUIPMENT!

Don't lose a sale to a competitor because you "THINK" you know what his costs are. A wrong guess of $25 may lose the deal. Know exactly how far your competitor can go and how far you need go.

Now you can know the exact Wholesale Cost of competitive makes. You'll SAVE many deals with this valuable information.

The full price of "AUTO COSTS" is only $10.00 per model year, which includes free supplements containing all-model changes and price revisions that occur throughout the model year. Prove this book's authenticity and high value to you without risking a cent. We will send you a copy of "AUTO COSTS" for your free inspection. Fill out coupon and mail at once.

RUSH COUPON TODAY!

Auto Costs Publications
P. O. Box 224—Dept. IX.
New York 1, N. Y.

FREE TEN-DAY TRIAL OFFER

Gentlemen: Please send a copy of "AUTO COSTS" which contains facts and figures referred to in your ad. I agree to either remit $10.00 or return the book within ten days.

Name .....

Title .....

Company .....

Address .....

City ..... Zone ... State .....

Car, Truck Output Estimates By Automotive News

PASSENGER CARS
(U. S. PRODUCTION ONLY)

	Week Ended Apr. 6, 1957	Same Week, 1956*	Week Ended March 30, 1957*	Total Output, March*	Jan. 1 To Apr. 7, 1956*	Jan. 1 To Apr. 6, 1957
AMERICAN MOTORS	2,345	1,687	2,355	9,897	43,949	27,047
Hudson	50	187	46	229	3,472	736
Nash	135	447	151	577	9,138	1,819
Rambler	2,160	1,053	2,158	9,091	31,339	24,492
CHRYSLER CORP.	28,300	17,810	26,969	121,902	271,860	398,344
Chrysler	2,800	2,068	2,790	12,609	34,095	42,270
Imperial	1,150	131	1,154	4,818	3,928	13,330
DeSoto	2,950	2,278	2,930	12,737	35,016	46,681
Dodge	6,500	3,889	6,834	29,824	58,686	91,021
Plymouth	14,900	9,444	13,261	61,914	140,135	205,042
FORD MOTOR	38,524	37,294	41,000	179,581	478,462	583,355
Continental	24	28	30	127	795	302
Ford	31,375	29,319	32,630	142,014	391,776	460,312
Lincoln	950	1,300	953	4,045	15,396	15,244
Mercury	6,175	6,647	7,387	33,395	70,495	107,497
GENERAL MOTORS	61,636	74,725	58,188	259,976	1,041,719	893,447
Buick	9,973	14,075	8,097	39,958	205,467	150,205
Cadillac	3,360	3,367	3,351	14,141	46,602	46,044
Chevrolet	31,500	38,359	29,183	127,535	506,788	435,453
Oldsmobile	8,703	10,757	9,498	41,803	160,289	139,079
Pontiac	8,100	8,167	8,059	36,539	122,573	122,666
S-P CORP.	1,767	1,707	1,721	7,470	40,167	22,394
Packard	287	.....	284	1,270	7,047	5,299
Studebaker	1,480	1,707	1,437	6,200	33,120	17,095
Total Cars, U. S.	132,572	133,223	130,233	578,826	1,876,157	1,924,587

*Revised.

COMMERCIAL CARS
(U. S. PRODUCTION ONLY)

	Week Ended Apr. 6, 1957	Same Week, 1956*	Week Ended March 30, 1957*	Total Output, March*	Jan. 1 To Apr. 7, 1956*	Jan. 1 To Apr. 6, 1957
CHEVROLET	7,300	8,003	6,206	29,649	114,592	100,309
DIAMOND T	85	101	93	356	1,358	1,133
DIVCO	80	80	80	336	1,240	1,086
DODGE	1,800	1,837	1,719	7,374	24,073	24,360
FORD	8,500	6,638	7,910	28,608	89,775	92,609
GMC	1,600	1,923	1,575	5,947	29,263	21,039
INTERNATIONAL	2,878	3,044	1,957	7,042	41,732	25,250
MACK	360	324	360	1,501	5,237	5,191
REO	72	71	54	284	1,009	909
STUDEBAKER	252	377	254	1,051	3,788	3,338
WHITE	330	350	319	1,448	5,339	4,644
WILLYS	1,525	1,285	1,837	5,213	18,250	19,593
MISCELLANEOUS***	57	45	57	221	1,042	754
Total Trucks, U. S.	24,839	24,078	22,421	89,030	336,698	300,215
Total Cars, Trucks, U. S.	157,411	157,301	152,654	667,856	2,212,855	2,224,802
Total Cars, Trucks, Canada	11,075	13,335	11,483	44,891	119,592	135,063
Grand Total, Cars and Trucks, U. S. and Canada	168,486	170,636	164,137	712,747	2,332,447	2,359,865

*Revised. Miscellaneous includes Corbitt, Marmon-Herrington, Federal, Four-Wheel Drive, etc.

N.B.: All U. S. totals include cars and trucks for military orders.

***Autocar, Freightliner and Sterling are included in White totals; Brockway included in Mack totals.

Dealers Exhorted to 'Sell' Franchise Advantages

(Continued from Page 3)

fulness to the customer that will assure success and growth."

Roy Abernethy, vice-president of American Motors, told dealers they must participate in community projects in order to raise their own standing.

Elson G. Sims, Ford dealer in Vincennes, Ind., condemned sales practices of the last four years as a "wholesale giveaway" and called for a standardized statement which would indicate to the dealer his true cost of selling each unit.

New officers include Walter Heingartner, president; G. Ashdown, first vice-president; J. J. Hayes, second vice-president; E. Ande, third vice-president; H. Perfit, secretary, and R. Menendez, treasurer.

Directors are Perfit, Hayes, A. Hensingling, C. DeNeergard, W. P. Meyer jr., D. Croasdale, C. Vail and K. Jost.

$50,000 Fire

WALLA WALLA, Wash. — Fire of undetermined origin caused damage of $50,000 to Garland-Coyle Oldsmobile Co.

NASCAR Cancels Chevrolet Points

DAYTONA BEACH, Fla. — NASCAR has ordered all the manufacturer's points won by Chevrolet in the March 24 race at Orange Speedway in Hillsboro, N. C., to be forfeited.

"Chevrolet failed to advertise the horsepower ratings or the type of optional equipment used on the cars which finished first, second and third," said Bill France, NASCAR president.

This is the second forfeiture ordered against firms which NASCAR said violated advertising regulations set by NASCAR. First was Ford which lost 17 points won during Speed Weeks here.

Chevrolet lost 26 points. However, the points won by drivers Buck Baker, Speedy Thompson and Jack Smith are unaffected, France said.

2 Millionth Car Due . . .

Production Pace Up Slightly in Week

(Continued from Page 1)

cent boost from the 547,617 units turned out during April a year ago.

Whether output will hold to last week's level, however, depends on how spring sales shape up.

Chevrolet's upswing from 29,183 assemblies the previous week to last week's 31,500 marked the first time since the week ended Feb. 16 that the GM division has outproduced Ford division.

Ford, which for the first time in several weeks didn't schedule Saturday assemblies at some plants, turned out 31,500 cars last week, compared with 32,630 units a week earlier, when it worked its Long Beach (Calif.) plant six days.

* * *

PLYMOUTH continued to hold a better than 54,000-unit lead in year-to-date output over Buick as it upped output from 13,261 units a week earlier to 14,900 last week, when it planned six-day operations only at its Detroit plant.

Buick, which worked its Flint plant only four days the previous week, returned to normal operations last week as it turned out 9,973 cars. A week earlier the GM division produced 8,097.

Oldsmobile was the only GM unit to show a decline from the previous week — dropping from 9,498 units to 8,703. Among the other GM divisions, Cadillac climbed from 3,351 a week earlier to 3,360, and Pontiac rose from 8,059 to 8,100.

* * *

IN OPERATIONS among other Chrysler Corp. units, DeSoto climbed from 2,930 units a week earlier to 2,950 last week; Chrysler division was up from 2,790 to 2,800; Imperial slid off from 1,154 to 1,150, and Dodge was down from 6,834 to 6,500.

Mercury, Lincoln and Continental all showed declines last week as Ford Motor dropped from 41,000 units a week earlier to 38,524.

Mercury fell from 7,387 units the previous week to 6,175 last week. Lincoln was off from 953 to 950, and Continental from 30 to 24.

* * *

STUDEBAKER-PACKARD increased its output from 1,721 to 1,767 last week as both Packard and Studebaker showed improvements. Studebaker rose from 1,437 units the previous week to 1,480 last week, and Packard was up from 284 to 287.

American Motors' output of 2,345 units last week was just 10 units off its production of the previous week.

A breakdown of AMC operations showed Rambler up from 2,158 units the previous week to 2,160 last week; Nash, down from 151 to 135, and Hudson, up from 46 to 50.

* * *

TRUCK output totalled 24,839 units last week—a sizeable increase over the 22,421 the previous week. It also marked the first week since the week ended Feb. 23 that truck output has exceeded that of the corresponding week last year. The same week a year ago, 24,078 cars were built.

Truck output in March totalled 89,030 units, or a 3,195-unit decline from February output of 92,225 units.

Canadian car-truck operations produced 11,075 vehicles last week—a slight drop from the 11,483 units assembled a week earlier.

Production of 44,891 cars and trucks in March pushed Canadian first-quarter output to 123,988 units. The first three months of 1956, production was 106,257 cars and trucks.

—MARTIN L. WHITMYER.

New Truck Line Introduced by IH

CHICAGO.—Fifty years of truck production is being marked by International Harvester Co. with the introduction of a new "Anniversary Line" of trucks, ranging from a half-ton series at 4,200 pounds gross vehicle weight to the heavy-duty cab-forward six-wheel series at 33,000 pounds GVW.

These new Internationals, produced largely at the company's Springfield (O.) plant, offer redesigned high-efficiency truck engines, improved maneuverability, and new driver comfort features, according to W. C. Schumacher, vice president of the company's truck division.

Schumacher said, "the new trucks are available in a full range of four and six-wheel and all-wheel-drive, gasoline and LPG-powered units, in conventional and new cab-forward design.

"The functional design so prominent throughout the A-line combines 'Action-Styling' with new performance features to deliver efficient and economical truck operation. For instance, the new International cab-forward trucks with their low, short dimensions present a different design concept from previous models."

Schumacher pointed out that the wide range of engines available in these new models will be of special significance to truck operators. He said that five gasoline and four LPG-fueled International Black diamond valve-in-head, six-cylinder engines provide power for the new models. He added that horsepower ratings range up to 154.

"These high-torque truck engines deliver the usable horsepower and performance so necessary for modern light, medium and heavy-duty truck service," he said. "From many months of testing, we know that they offer the added advantages of lower initial cost, greater fuel economy, longer life and lower maintenance expense which are inherent in six-cylinder engine design."

He said that driver comfort also has been emphasized in the new A-Line in a number of ways, starting with a lower, wider cowl and including a new 65-inch wide cab that will accommodate three persons in comfort on a seat eight inches wider than in previous models. Standard on all of the International models is a "Sweep-Around" windshield that provides 1,181-square inches of unobstructed visibility, he explained.

Schumacher said that the new truck line has five-point outrigger cab mounting that makes riding easier, "silent-vent" window ventilator wings and an optional custom cab that offers two-tone trim, sound-insulated roof panel, padded door trim panels and foam-rubber seat and back cushion toppings.

The A-line will be available in 21 two-tone combinations. There will be 13 basic colors combined with Whitecap White, plus other combinations of Persimmon, Black Canyon Black, Driftwood Gray, Coral Pink and new shades of blue.

"In developing our design concept for the new International cab-forward models," Schumacher explained, "we have worked toward providing maximum maneuverability combined with adequate bumper clearance, and short turning radius.

"Because this design should have broad and varied applications the AC models are offered in 11 series —as compared with two previous series."

He said that typical of the advanced "Action-styling" of the new line is the Travelall, available in utility, standard and custom model in four series, which is 6½ inches lower than the previous model.

* * *

In addition to pickup models with new seven and eight and one-half foot bodies, the new International trucks are available in panel, stake, Travelall, service-utility and multi-stop-delivery models with a broad range of factory-mounted bodies; in conventional and cab-forward chassis and truck-tractors for general and specialized hauling in medium and heavy-duty fields; in four and six-wheel-drive models with GVW ratings from 7,000 to 33,000 pounds; as fire truck chassis; and as conventional and new forward-control school bus chassis.

* * *

Part of IH's New Truck Line—

This is part of International Harvester's new "A" line, marking its 50th anniversary in the truck business. From left: Light-duty A-100, A-110, A-120, A-130, medium-duty A-160 and heavy-duty A-180 series.

50 Years of International Trucks—

A half century of truck manufacturing is represented by these two IH vehicles. In the foreground is the "Golden Jubilee," a light-duty pickup in the new "A" line. Coming across the bridge is a 1907 "IHC Auto Wagon."

Galesburg Picketing Upheld . . .

Sales Union Okayed In Richmond, Calif.

By Joseph M. Callahan
Staff Writer

A BURST of labor activity in dealerships around the country was topped last week by word from Richmond, Calif., that Local 1095 of the Auto Salesmen's Union has been certified as the bargaining agent for salesmen employed by members of the Richmond Motor Car Dealers Assn.

LABOR FRONT

The National Labor Relations Board reported that salesmen in about a dozen Richmond dealerships voted 39-29 for union representation. Some 85 salesmen were eligible to vote.

Last December the NLRB refused the union's request for an election because it came less than six months after the union admitted it did not represent a majority of the dealers' employes.

Rebuffed in this effort, the union began picketing Claar Chevrolet in an effort to negotiate a contract with a single dealer. Local 1095 claimed a majority of the Claar men.

* * *

CLAAR then went to court to get a restraining order to block the picketing, but before the issue was settled the union again asked for an election among all the salesmen of the association's members.

Albert R. Silva, business manager of the union, said negotiations would be started as soon as possible, using the local's contract with the Eastbay (Calif.) Motor Car Dealers Assn. as a basis for discussion. This contract, which expires Apr. 28, is now being re-negotiated.

James F. Galliano, union attorney, said the salesmen are seeking to increase guarantees from $300 to $400, to increase minimum commissions on used cars and to provide paid vacations, a dealer-paid pension plan and health and welfare benefits.

* * *

IN GALESBURG, Ill., the court action by 10 dealers to halt the picketing of their firms by the Teamster and Machinist Unions has almost been defeated by a Supreme Court ruling made after the suit began.

By a 6-2 vote, the U. S. Supreme Court has decided that there is a "no-man's land" of labor jurisdiction between the jurisdiction of the National Labor Relations Board and the jurisdiction specifically described by state law.

Earlier the union attorneys had contended that Circuit Court Judge Burton Roeth did not have jurisdiction because it was not specifically given to him. At that time, he overruled the union, saying that the NLRB had declined jurisdiction and that everyone has a right to be heard in some court.

* * *

ON MARCH 29, when the case resumed after the Supreme Court ruling, Judge Roeth immediately called attention to the ruling and was on the verge of throwing the case out of court.

However, the dealers' attorneys spoke up and declared that the court still had jurisdiction under its "police powers." Judge Roeth then said that he would take the matter under advisement and make a ruling in the next several days.

Two of the unions' three lawyers immediately left town, indicating that they considered the case practically ended.

* * *

A CLEVELAND union has participated in two dealerships elections, winning one and losing another. At Euclid Motors (Mercury) the union won 6-4. Employes at Central Cadillac voted against the union, 55-15.

The Automobile Dealers Assn. of North Dakota reported last week that negotiations between Fargo dealers and the unions were moving slowly, with the unions making impossible demands.

Declaring that the unions are now organizing dealership workers in another North Dakota town, the association urged dealers to keep employes content by using the association's specialized services such as group life insurance, accident and sickness benefits and hospital, medical and surgical insurance.

* * *

MEANWHILE, a Chrysler Corp. strike in Windsor, Ont., was settled last week while the strike at Chrysler's plant in Maywood, Calif., continued.

Production at the Windsor plant was stopped overnight when 200 employes walked out in protest against the disciplinary action of six workers who refused work transfers. Some 3,100 other workers were subsequently idled.

After negotiations were broken off at the Maywood plant last week, Frank Gulligan of UAW Local 230, said that the next move was up to the company.

The strike was called March 14 by Local 230 to protest alleged speedups of production.

* * *

WALTER REUTHER, UAW president, said the seven-man board of prominent jurists, professors, churchmen and attorneys would be empowered to conduct investigations, hold hearings and compile facts on membership appeals.

Reuther said the plan would be submitted to the UAW's constitutional convention in Atlantic City, N. J., Apr. 7-12.

Last week about 15,000 workers in 10 B. F. Goodrich Co. plants went on strike as company and United Rubber Workers negotiators failed to reach agreement on a new master contract.

A company spokesman said that talks were continuing. Goodrich's major customers are Ford Motor Co. and General Motors.

Chicago Unable To Shift '58 Show; Will Vie with N. Y.

DETROIT.—The conflict in dates for the nation's two top automobile shows, reported by AUTOMOTIVE NEWS several weeks ago, appears to be deadlocked.

The Chicago show definitely has been set for Jan. 4-12. Directors of the Automobile Manufacturers Assn., sponsor of the national show in New York, are meeting today (Apr. 8) and are expected to confirm the same dates for their exposition.

In a bulletin to members, the Chicago Automobile Trade Assn. said that, at AMA's request, it had tried to change its dates to avoid the conflict. This could not be done, CATA said, because of previous commitments by the International Amphitheater.

The 1958 event will mark the golden anniversary of the Chicago Automobile Show. It began in 1901 and has been held annually except during and immediately after World War II.

A major problem in the date conflict is the supplying of manpower and exhibits for the two big shows. The New York event is the industry's own show, but it is unlikely that the factories will slight Chicago, either in the matter of executive talent or crowd-pleasing exhibits—despite the cost of the latter.

Washington State Plans Roadblock Tax Collection

OLYMPIA, Wash. — The state has announced an intensified drive to collect taxes including use of roadblocks to ensure payment of 3½ percent use taxes on property bought out of state, especially automobiles.

In addition, the commission is making arrangements with Federal customs officials for aid in collecting the use tax on goods bought in Canada. Roadblocks will be used near Walla Walla, Spokane, Clarkston and Vancouver, the tax commission said.

CLASSIFIED WANT ADS

Reaching an estimated 150,000 readers engaged in all branches of the nation's automotive industry. RATES: TWENTY-TWO CENTS (22c) PER WORD FOR EACH INSERTION. POSITION WANTED ADS, 11c PER WORD. PAYMENT IN ADVANCE OF INSERTION REQUIRED. Ads may be signed with full name and address at regular rates. Add One Dollar ($1) per insertion for use of a box number. Replies to Box Number ads are forwarded to advertiser, unopened. Display ads: $12.30 per column inch. CLOSING: TEN DAYS IN ADVANCE OF PUBLICATION DATE. Contract rates supplied upon request.

WANT AD DEPT., AUTOMOTIVE NEWS, 2666 PENOBSCOT BUILDING, DETROIT 26, MICH.

HELP WANTED

OFFICE MANAGER and accountant to take complete charge of office in Chevrolet dealership—300 new cars. Small town. Prefer someone familiar with GM accounting and daily management. Top compensation to one who qualifies. Phone, write or wire J. Harold Sausman, S & S, Inc., Thompsontown, Pa. Telephone 2121.

GENERAL SALES MANAGER. Volume Chevrolet dealer needs key man to direct new and used car departments. Qualifications: 28-45 years of age, proven ability to handle volume and unquestionable character. Deal is well financed, has fine reputation based on over 30 years' service, excellent facilities, prime location in large city—a potential for growth and young management. Salary and percentage of profit. Replies kept confidential. Please outline qualifications and give references. Box 6997, c/o Automotive News, Detroit 26.

EXPERIENCED SALES MANAGER wanted. One who prefers to invest in a dealership on a buy-out basis. 29 years of proven record of profitable performance. Chevrolet and Oldsmobile dual franchise. City of 18,000 in central Wisconsin. Will interview on resonable notice. Write Box 6996, c/o Automotive News, Detroit 26.

GENERAL MANAGER WANTED. Unusual opportunity for aggressive young man with a challenge in mind. Must be able to assume responsibility and take complete charge. Experience in car selling necessary and must know all phases of managing an Oldsmobile agency which is selling approximately 150 units per year in the Philadelphia zone. Right man with good promotional ideas could easily increase sales. Prefer man under 40 years of age. Owner wishes to be relieved of responsibility. Reply in full detail to Box 6998, c/o Automotive News, Detroit 26.

ATTENTION — SALES MANAGERS! Do you want to make over $20,000 per annum? I want a high calibre man with general manager potential and a desire to go places. We are selling 140 new cars a month but need a man who can sell 200 per month and make more profit. Will consider Ford, Mercury or GM trained man. Must be capable of handling 20 to 25 man sales force in competitive market. Will pay percentage net to right man. All replies confidential. Box 6999, c/o Automotive News, Detroit 26.

ATTORNEY-LEGAL REPRESENTATION. Million dollar potential min. against one of "Big 3" auto manufacturers. Justifiable accurate factual data. RE: conspiracy terminating dealership without cause huge loss. Prefer basic experience similar action. Box 6989, c/o Automotive News, Detroit 26.

PONTIAC DEALER—Alexandria, Virginia—in metropolitan Washington, needs top notch service manager. Position earned in excess of $10,000 per year for last five years. Ultra-modern shop. Must have substantial technical background and must be customer conscious. Apply in writing to Mr. Ed Skotta, General Mgr., Bendall Pontiac, 1625 Prince St., Alexandria, Va. All replies held in confidence.

FORD SERVICE MANAGER

If you want to earn $8,000 to $14,000 per year as service manager and director—here is your opportunity. One of New Jersey's newest and largest Ford dealers. New building and best equipped. Qualifications: Not over 45 years, ambitious, family man. Must know the Ford system.

FETTE FORD
977 Bloomfield Ave. Clifton, N. J.

POSITION WANTED

Europe Opportunity

41-year-old American who is a general manager and has an outstanding record and experience in organizing and managing an automobile dealership at a PROFIT—last year and this no exception. Aggressive and thoroughly experienced in all phases of the automobile and truck business. Now that my children are in college, would like to realize a life-long ambition of incorporating some successful ideas in the European market. Have visited Europe recently and found there are wonderful opportunities for good operators. For the past 15 years in the automobile business, I EARNED an average of 15 thousand dollars a year and the last few over 25 thousand a year—managing a million dollar a month business. Willing to consider a large dealership connection or with a car or truck manufacturer with opportunity first consideration; will also invest part earnings. Write Box 6987, c/o Automotive News, Detroit 26.

POSITION WANTED

EXPERIENCED MAN DESIRES position as used car manager for a greater Detroit area dealer. Have references. Box 7002, c/o Automotive News, Detroit 26.

TRUCK MANAGER or sales manager—20 years' experience. Heavy duty truck factory branches, retail and national used sales, district manager, retail manager and all phases truck wholesale and retail selling. Also past five years truck and fleet manager. Large volume Ford dealer. Considered top notch truck specialist. New and used trucks. Would like to relocate south or east. Can furnish best of references. Would like to give present employer 30 days' separation notice. Write or wire C. E. Patten, 609 N. Leamington Ave., Chicago 44, Ill.

CONTROLLER WITH management ability. Mature executive with heavy cost and management control experience. Good organizer with "Big 3" background and outstanding profit building record. Prefer chain or large dealership but will consider challenging assignment requiring top performance. Interested in central Atlantic States or Florida but willing to relocate. Box 6962, c/o Automotive News, Detroit 26.

AVAILABLE — NOW experienced sales manager, 1,000 car deal or under. Used-car and new-car merchandising know how. Past profit record second to none. Interested only in sound deal, hard work and good money. Family man and pre-war experience. Box 6965, c/o Automotive News, Detroit 26.

MANAGEMENT ASSISTANT-Comptroller or secretary-treasurer. 20 years' experience both wholesale and retail including Motors Holding. Capable of assuming full responsibility. Desire permanent position to settle and raise family. Western Canada preferred. Box 6966, c/o Automotive News, Detroit 26.

SERVICE MANAGER—25 years' GM experience. Family man desires permanent situation. Profitable operator of large volume station. Able to set up, organize, and take full charge of your parts and service departments. Will relocate. Resume on request. Box 6939, c/o Automotive News, Detroit 26.

GENERAL MANAGER. GM dealer seven years, GM employee 12 years, Calif. CPA and Ins. agent, proven record of profitable operation. No encumbrances. Replies confidential. Box 7004, c/o Automotive News, Detroit 26.

GENERAL MANAGER. Capable assuming complete responsibility of dealership. Full knowledge projections, expense controls, used car promotions. Can invest. Have references from top automotive men. Age 37, married. Prefer GM line in Colorado or Kansas. Will consider other midwest states. Write Tom, P. O. Box 996, Bismarck, N. D.

USED-CAR MANAGER with new-car dealer. Experienced all phases of operation. Top references. Living Miami. Prefer south Florida. Box 6980, c/o Automotive News, Detroit 26.

MY EXPERIENCE HAS all been retail automobile and includes accounting, selling, sales manager and present connection general manager of 200 Chevrolet contract. My dealer retiring. Am not a world beater, but my record exceptionally good. If you have use for my particular talents, I prefer the south or southwest. Available now. Box 7003, c/o Automotive News, Detroit 26.

GENERAL MANAGER. Married, 34, capable of assuming full responsibility for successful operation of dealership. Five years a 250 car a year Nash dealer. Nine years' total retail experience. Ford or GM preferred. Buy-in desirable. Box 7001, c/o Automotive News, Detroit 26.

Mr. Automobile Dealer

I'll invest some money with you to show my good faith, that I can improve your business as your Manager. My experience is 20 years my own dealership. Prefer small, one-owner set-up with a challenge. No gimmicks. I'm ready to work. Box I F, 30 West 86th St., NYC, N. Y.

POSITION WANTED

SERVICE MANAGER. Want the answer? Employ this advertiser. Acclimate to any product. Deluxe experience. A to Z service control. Perfect handling owners, personnel, factory. Large operation experience—lately GM. Your problems solved with interview. Box 7000, c/o Automotive News, Detroit 26.

I AM INTERESTED IN a small town deal where I can buy in after ability is proven. I am 29, married, with a family, college graduate, retail and company experience. East only. Box 6990, c/o Automotive News, Detroit 26.

ABLE COLLEGE GRADUATE. Some law, presently employed. Retrenchment and reorganization victim. Ten of 17 years' business experience, automotive, as district manager, business manager, operating and liquidating factory branches, assistant regional manager, factory staff. Familiar all phases dealership operations. Interested in general managership—150-300 car deal or opportunity commensurate with experience. Write Box 6991, c/o Automotive News, Detroit 26.

DEALERSHIPS AVAILABLE

HANDLING CHEVROLET-Buick dual in Illinois. $1,500,000 potential. Established 30 years. Owner wishes to retire. Will keep used cars and lease building. Box 6974, c/o Automotive News, Detroit 26.

NEW YORK STATE agency handling Pontiac — adjacent to Capital City — trade area over 650,000 population. Excellent fringe deal. No used cars, accounts receivable, real estate to buy. Attractive lease—building and used-car lot. $18,000 will handle. Box 6968, c/o Automotive News, Detroit 26.

DEALERSHIP HANDLING Lincoln-Mercury in southern California—600 to 700 car potential. Well located with excellent facilities. $125,000 will handle. Box 6932, c/o Automotive News, Detroit 26.

AGENCY FOR SALE handling Ford in the heart of the Florida citrus belt. Low overhead. Franchise calls for 68 cars and 15 trucks per year. Sales price $20,000. Dealer is retiring. Write P. O. Box 296, Crescent City, Fla., or telephone Crescent City OWen 8-6251.

FOR SALE—DEALERSHIP handling Chevrolet. North Texas area. Over 250 new car sales last year. Industrial and farming community. More than one million annual payroll. Must sell account health. Box 6992, c/o Automotive News, Detroit 26.

DEALERSHIP HANDLING Cadillac-Pontiac. Includes land, buildings, stock equipment, etc. Corner location. Town of 20,000. Everything for $50,000. Good opportunity. Box 6993, c/o Automotive News, Detroit 26.

DEALERSHIP HANDLING FORD in medium sized town in Maryland at inventory price, factory approval required. Box 6994, c/o Automotive News, Detroit 26.

150-200 DEALERSHIP HANDLING Chevrolet—near Twin Cities, Minnesota. Profit maker. Owner has opportunity to take larger deal. Box 7012, c/o Automotive News, Detroit 26.

CENTRAL FLORIDA dealership handling Lincoln-Mercury. 150,000 trade area. No property to buy. Good opportunity. Box 6972, c/o Automotive News, Detroit 26.

HANDLING LINCOLN-MERCURY — City 25,000; year-round economy; large government payroll; rapid industrial expansion. 120-150 car potential. Priced to sell quick; terms arranged. Reason—larger deal. Box 7005, c/o Automotive News, Detroit 26.

SOUTH FLORIDA DEALERSHIP in "Big Three" line. Has ideal location, excellent lease, top-notch equipment and good organization. Approximately 350 cars per year. No used car inventory or problems to buy. Principals only. Price $60,000, all cash. Box 7006, c/o Automotive News, Detroit 26.

ESTABLISHED DEALERSHIP available handling Ford. Town of 2,300, located in northern Wyoming. Owner desires sell assets and lease facilities. Potential—48 cars and 37 trucks annually. Required investment $38,000. Profit possibilities $10,000 to $12,000 annually. Factory approval of franchise necessary. Box 7007, c/o Automotive News, Detroit 26.

DEALERSHIP AVAILABLE, handling Ford, in southeast Colorado. Annual potential of 33 cars and 13 trucks. $23,500 investment required. Annual profit possibilities $9,000. Excellent facilities may be leased. Factory approval of franchise required. Reply Box 7008, c/o Automotive News, Detroit 26.

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UNUSUAL OPPORTUNITY

Top Automotive Salesmen for District Manager Franchises

Inspection and Warranty Service, successfully being sold to New and Used Car Dealers. Men selected must have successful automotive sales record . . . Able to handle men and be own administrator. Repeat sales give you high, repeat earnings. Exclusive territory, no investment, write in detail giving qualifications.

Box 7015, c/o Automotive News, Detroit 26.

DEALERSHIPS AVAILABLE

AGENCY HANDLING DeSoto - Plymouth for sale—showing nice profit. Large volume gasoline business. Northern Pennsylvania. Will lease building. Good reason for selling. Box 6995, c/o Automotive News, Detroit 26.

DEALERSHIP AVAILABLE handling — Plymouth, single line. A real money maker. Largest marketing area potential in North Carolina. Ideal climate, dictating modern merchandising methods—$100,000 capital investment required. Factory approval necessary. Write Box 7000, c/o Automotive News, Detroit 26.

DEALERSHIP HANDLING Pontiac and GMC trucks. Established since 1937. Located in beautiful suburban New York town. Modern shop and showroom. Also have exclusive contract to service on busiest section of New York State Thruway if buyer desires it. Box 7010, c/o Automotive News, Detroit 26.

DEALERSHIP HANDLING Oldsmobile in fast growing community—approximately 100,000 population. 300 to 350 car planning potential possible. Finest facilities and personnel located in southern California near Los Angeles. Owner must sell due to ill health. Will sell all or part. Box 7011, c/o Automotive News, Detroit 26.

MAILING LISTS

DEALERS' MAILING LIST—Ford, Chevrolet, Plymouth, DeSoto, Chrysler, Oldsmobile, Pontiac, Buick dealers. Complete national list, April, 1957 checked. On addressed labels, 35M, $14 per M. Box 7013, c/o Automotive News, Detroit 26.

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Buying or Selling a Dealership
• Buy Right • Sell Right
Parts—Accessories—Equipment
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DON'T GUESS—BE SURE
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DU 9-5095

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ONE CAR . . . or a FLEET
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DEALERSHIPS WANTED

ATTENTION
MR. CHRYSLER DEALER

30-year old college graduate with 7 successful years sales, advertising, merchandising, management experience has $45,000 available capital.

Would like to join your Chrysler Corporation dealership with an option to buy in or out if our association proves mutually satisfactory. Not interested in fancy titles, guaranteed salaries, pensions; only in being paid as I produce profits for your organization.

Prefer San Francisco Bay area, or Northern California, Oregon, Washington. For personal brochure write Box 6988, c/o Automotive News, Detroit 26.

WANTED—PLYMOUTH only dealership—1,200 cars a year up. Located in city of 100,000 or more, southeast, southwest or West Coast. Will deal only with principals or factory representative who has an immediate opening. Box 7016, c/o Automotive News, Detroit 26.

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FOR SALE
BELOW INVOICE COST!!
4 NEW 1956 TANDEMS
MODEL 10503
These are new Chevrolets set up for 10 yd. Dump Bodies or Concrete Mixers
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For Further Information Phone or Wire
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BILL KELLEY CHEVROLET
INC.
BOB STEINER, TRUCK MGR.
HOLLYWOOD FLORIDA

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4-DOOR SEDANS — POWERFLITE
EX TAXICABS
In Good Condition
$550.00 Each
Call Harvey
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KEY MAINTENANCE CORP.
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PUBLIC SALE OF PENNSYLVANIA STATE USED CARS
179 CARS IN HARRISBURG, PA.
1954-1955-1956 Chevys, Fords, Plymouths with Low Mileage

Other cars at Philadelphia, Ebensburg, Blawnox and 22 - 1955 Chevys at Franklin, Pa.

WHEN.....April 30, 1957
HOW.....By Sealed Bids

These cars may be inspected Monday through Friday, 8:30 A.M. to 5:00 P.M., Holidays excepted. General public and Dealers are invited to bid. Invitations to bid, listing cars, together with instructions to bidders, may be obtained by writing to:

J. D. Adams, Director, Automotive Bureau, Commonwealth Garage, 22nd and Forster Streets, Harrisburg, Pa.

DEALERSHIPS WANTED

Mr. Factory Brass
Maybe I Can Reach You This Way

You can use my experience. 20 years as general manager for one retail independent dealership. Pay is unimportant—challenge is. Tell me you want to know more. Box I F, 30 W. 86th St., NYC, N. Y.

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SCHOOL BUS BODY DISTRIBUTORSHIPS

Available east, midwest from established, expanding southern manufacturer. For complete information write in confidence to Box 7014 c/o Automotive News, Detroit 26.

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Franchise available for car and truck U-Drive-It. Daily, weekly and yearly leasing. This franchise is available to new car dealers only. Write

Konner U-Drive-It Corp.
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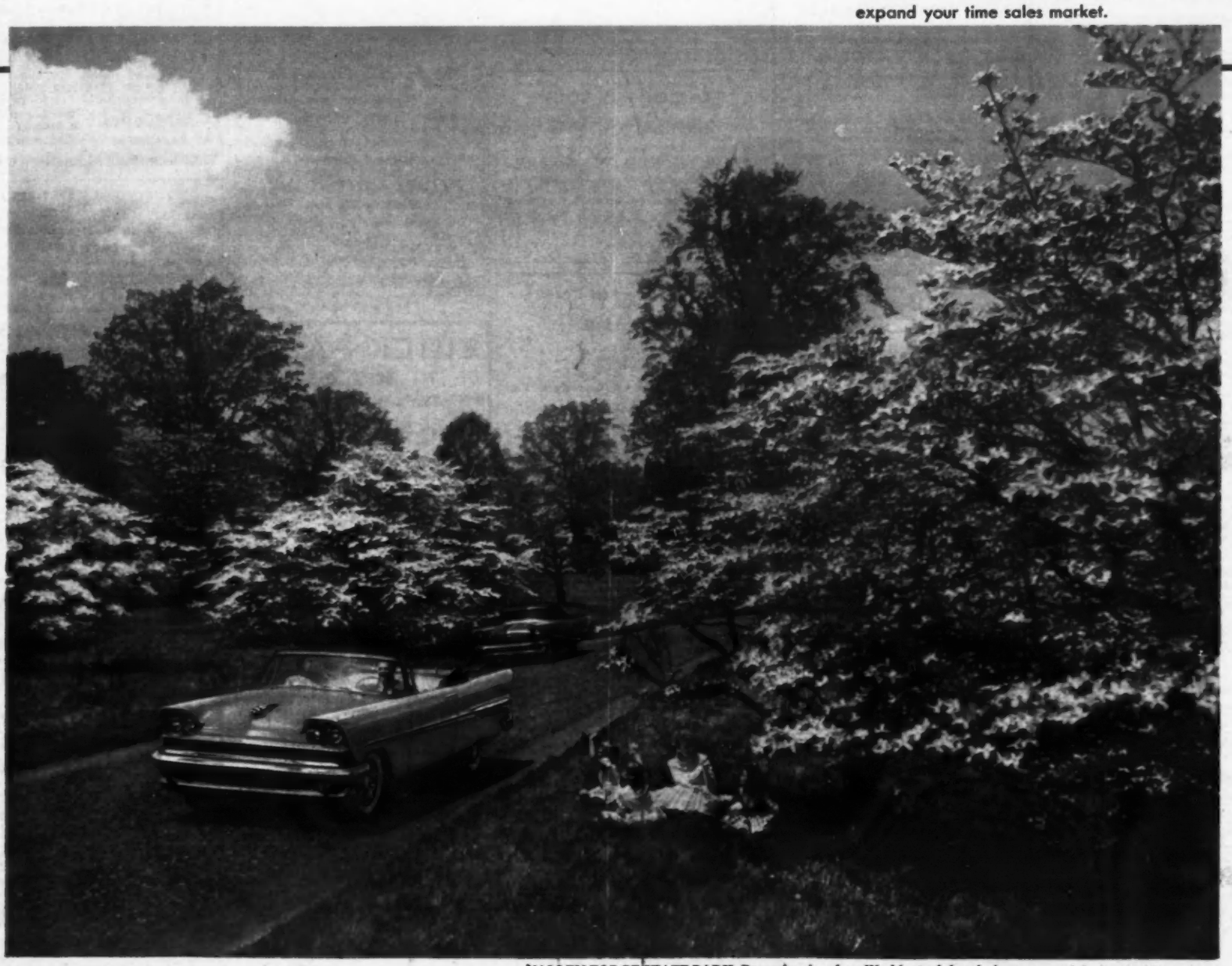

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